

AIR TRANSPORTATION



THE AIR MAGAZINE FOR THE BUSINESS EXECUTIVE



MERRY CHRISTMAS



HAPPY NEW YEAR





Look, boss... I'm embarrassed!

- In my social circles I am supposed to be a pretty sharp guy. Last night a couple of my friends dropped in to wait for me, while I was getting out a late bunch of West Coast parcels. When they saw I was sticking stamps by hand, they ribbed me. I'm a square, etc., etc., you can imagine!
- Now, I wouldn't have to take all this if you and I could get together on that postage meter idea I've been telling you about. Honest, boss, it ain't just for my sake, it's for the good of the firm, too. I'm no Burnhard Shore at putting words together, but it comes out this way. With a PB postage meter, we'd save expensive overtime in the shipping department.
- We'd get our parcel posts out before the day's end—and they would often get on
- earlier trains and planes. We wouldn't have any stamp troubles—buying, separating, licking, sticking or accounting for, nor have so much dough tied up in lots of different values of stamps.
- What do you say, boss? Can we get a postage meter, huh?

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Electric model RG

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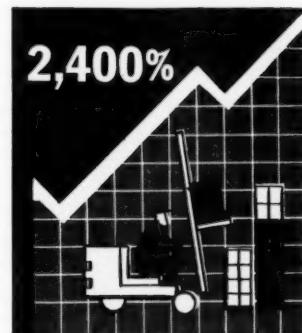
Founded Barranquilla, Colombia, December 5, 1919. Carrying 180,000,000 lbs. of cargo—1,000,000 air travelers—4,200,000 lbs. of mail. Flying 17,000,000 miles 1953.

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AVIANCA
COLOMBIAN NATIONAL AIRWAYS

PAN AMERICAN General Agents

VIPs In Flight

IN connection with the Steinway Company's Centennial celebration, both the vice president of



the firm, William R. Steinway, and the advertising manager, John H. Steinway, debarked for London by way of British Overseas Airways Corporation. Their plan was to visit England as well as the Continent as part of the 100-year observance.

A tour of Allegheny Ludlum Steel Corp. plants was made by 45 security analysts representing leading Wall Street investment houses. The trip was made from New York on a chartered Constellation that recently had been delivered to Capital Airlines.

Members of the Citizens Advisory Committee to the Senate group and members of the Senate and House Banking and Currency Committees flew on an official visit to 26 Latin American cities. Flying by way of Pan American World Airways, the government travelers embarked on a three-months tour to such places as Rio de Janeiro, Buenos Aires, Quito, Panama City, La Paz, Lima and others. The special flight started in October and ended eight weeks later. Senators Capehart, Bricker and Frear were among the VIPs present.

POLICY-MAKING PEOPLE WHO USE THE AIRLINES FOR BUSINESS PURPOSES

On one of the transatlantic flights made by Sabena Belgian



Airlines recently went Alfred W. Berth. This VIP is vice president, foreign department, of the Chase National Bank. Purpose of his visit to Europe was not disclosed.

On the first leg of an exciting three week tour of the British Isles and Western Europe went 111 farmers, farm operators and their wives by way of Trans World Airlines. Coming from five midwestern states, the 111 persons represented the largest group of farm travelers ever to cross the Atlantic by air.

John Padgett and his family departed via KLM Royal Dutch Air-



lines for Hanover, Germany, where they took up residence for several years. An executive of the Halliburton Oil Well Cementing Company, Padgett moved to Hanover to open a branch office for his firm there.

TAG Claims Inequities

WASHINGTON, DC—"Serious inequities" in the CAA proposed program of user charges for the Federal Airways system were pointed out by L. R. "Mike" Hackney, executive vice president of the Transport Air Group. Basis of the contention was that the CAA has failed to give total consideration to the ability-to-pay idea in assessing user charges. Those who were still in the developmental stage of the aviation industry, said Hackney, should be exempted from the imposition of such charges, the absorbing of which would damage the competitive position of such marginal groups as the all-cargo and contract carriers. He also pointed out there where the more mature members—the scheduled passenger lines—could absorb these costs or petition for higher "service" mail rates or subsidy, such recourse was not available to the other members of the industry. As concluding arguments, he stated that the military standby value of the airways must be given full credit in any consideration of user charges and that there are no valid reasons why the current federal gasoline tax cannot be considered a *de facto* user charge, applicable to the costs of maintaining the Federal Airways system.

Hits Indirect Costs

Concerning the air cargo industry as a whole, Hackney, before a joint meeting of the Washington, DC, and Hagerstown sections of the Institute of Aeronautical Sciences, stated that certain unknown and uncontrolled indirect operating costs endanger the future growth of the industry. Critical data concerning such costs is lacking, he said, and must be supplied. It is the "missing link," he claimed, "in air logistics and airfreight chains," and urged all groups interested in air transportation to combine their efforts and attack this problem.

New Terminal Opens

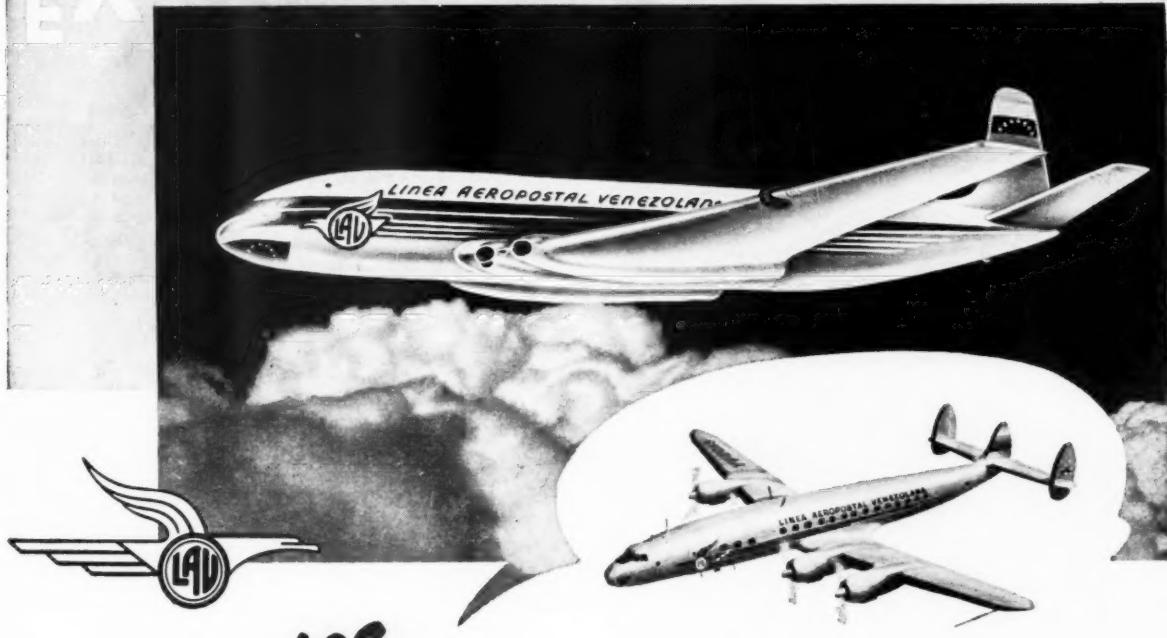
NEW YORK—Top executives of 10 U. S. and foreign flag airlines, as well as many other notables, were present at the official opening of the city's new East Side Airlines Terminal. A modern, spacious building occupying one whole block between 37th and 38th Streets, the new terminal replaces the former facility that had operated at 42nd Street. Among the 10 airlines using the new building are TWA, KLM, SAS, Pan American World, Air France, NWA and United.

Avianca Adds to Fleet

BOGOTA, COLOMBIA—with the purchase of three Douglas DC-4s, Avianca and its subsidiary, Lansa, have brought their total fleet to 63 cargo and passenger planes. The DC-4s, one of which will be used exclusively for cargo and two for combination cargo and passenger flights, were obtained from Denmark and Pan American Airlines and put into service early in December when traffic demands were heaviest. Avianca also has on order three Lockheed Super-Constellations to be delivered soon.

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New Equipment
for
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Of paramount importance to LAV's continuous program of growth is the utilization of the most advanced equipment. The airline is now awaiting delivery of four great new passenger planes — two De Haviland "Comet" Jets and two Lockheed Super-Constellations — for service on new routes and on its famous non-stop run between New York and Caracas. The only airline operating non-stop between these two points, LAV makes the flights in $7\frac{1}{2}$ hours via modern Constellations with complete first-class service and comfort.

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AIR TRANSPORTATION

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AIR TRANSPORTATION, published once each month, thoroughly covers the entire air cargo industry for the benefit of all those engaged in shipping and handling domestic and international air freight, air express, and air parcel post, as well as using the domestic and international air mail services. Included in AIR TRANSPORTATION'S wide coverage are: air shipping, cargoplane development, rates, packaging, materials handling, documentation, air cargo terminal development, insurance, routing, interline procedures, new equipment, commercial airlines, military air transport service, air freight forwarders, personnel and business air travel.

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AT one year's end, many airlines look back over their activities in order to plot the course for the new year ahead. AIR TRANSPORTATION has asked several airlines for their summary of things past and their view of things to come, and some of the responses received—of importance to the aviation and shipping fields—are printed below.

THE WAY AHEAD FOR AIR CARGO

[Exclusive to AIR TRANSPORTATION]

John Pogue
Manager of Cargo,
Delta-C&S Air Lines

IN LOOKING BACK at our activities during the year 1953 we cannot help but see a portion of the future. The achievements we have made, the gains, the increases, and the trends all point to a far higher goal than are indicated in the day-by-day growth as we experience it. In looking back, probably one of the highlights of the year was the Delta Air Lines merger with Chicago & Southern Air Lines. We see the benefits to be obtained by the employees, the stockholders, by the shippers and by our passengers. The merger itself made lower freight rates possible between many points and gave shippers and receivers both an improved service by virtue of dealing with a single carrier.

New direct service provides overnight deliveries where they were not possible prior to the merger. A common cargo terminal at the points formerly served by both individual carriers enables the shipper and receiver, the Post Office Department, the Railway Express Agency, and the forwarders to do business in a more concentrated area and, as a result, at less cost to themselves. With the physical consolidation of equipment came the know-how of both groups of employers resulting in a more efficient and less costly operation.

Our backward look revealed that, equipment-wise, we were not attuned to the future, but that problem has now been solved with delivery being taken on 20 new Convair 340's and the first of 10 DC-7's, arriving early in 1954. With this new lift, our increased cargo-

carrying abilities will enable us to handle greater loads of all types of cargo. Supplementing the cargo-carrying passenger aircraft are the Speedpaks and the all-cargo C-47's.

We believe that with freight rates in the neighborhood of 21 cents a ton mile, the full advantage of shipping by air will not be realized by the vast numbers of LCL or LTL shippers; however, a much lower rate is not possible with the equipment available today. It is quite true that there are some new types of cargo equipment that are offering a somewhat lower operating cost; however, in our opinion, a portion of this still relatively high operating cost is brought about by increasing speeds which we believe are not necessary. Over-night deliveries are normally all a shipper expects, but that, on our present system, is possible with the slower C-47.

The year 1953 produced an experiment which deserves a great deal of consideration in looking toward 1954—the first class mail by air presently moving between New York, Washington, and Chicago. Any comment on the possibilities of the future carriage of all first class mail by air extends into the realm of speculation, which we generally attempt to avoid. The results of the experiment, however, may have a tremendous impact on the cargo-carrying capacities of the air carriers.

All things considered, we are pleased with our progress and with what 1953 produced. Our cargo revenues were at an all-time high and every indication is that 1954 will live up to its expectations.

M. Ben-Ari
Airfreight Manager,
El Al Israel Airlines

THREE HEALTHY 50% INCREASE in air cargo traffic transported in 1953 by Israel's national flag carrier was due mainly to the expansion of flight routes into Turkey and the addition of a second weekly all-cargo circuit touching most of the major European capitals. In 1952, El Al had carried 950,000 kilo-



Wants travel discount for forwarders . . .

grams of airfreight; by the close of this year, the total number of kilograms should come close to one and one-half million.

Our expectations have been fully justified. I believe that this increase in traffic and revenue was due also to our better utilization of available space and equipment, and we hope to continue to develop along the same lines in 1954.

Concerning equipment, one of the ways in which cargo handling can be benefited by technological improvements is through the installation of jet booster engines such as we are currently using

on our fleet of C-46 Curtiss *Commandos*. By increasing the gross take-off capacity of this type aircraft from 46,500 to 50,000 pounds, we have made it one of the more economical freighter services to operate.

Israeli manufacturers are becoming increasingly airminded, and El Al is looking forward with confidence to a widening export-import relationship between Israel and the United States. Such items as raincoats, footwear, arts and crafts, jewelry and medical supplies have made up the bulk of export shipments to Europe, South Africa and the United States, while precious metals, motion pictures, pharmaceuticals and essential raw materials have been carried as import or transit items. Shippers of airfreight have learned to appreciate our slogan: "Big enough to serve, small enough to care," which not only applied to the handling of passengers but was clearly evident in the way we handled cargo also.

Now El Al maintains two freighter runs each week to such places as Paris, London, Rome, Amsterdam, Brussels, Zurich and Athens. Now, too, we have begun stepping up the company's transatlantic cargo program. This could be facilitated, I feel, if the 25% discount on air travel allowed all travel agents were also to be made available to airfreight forwarders. This would enable them to benefit in the same measure from their association with airline, and would give shippers the opportunity to travel along the same routes on which cargo is normally being sent, enabling them to verify for themselves the efficient handling of their shipments.

Warren Lee Pierson Chairman of the Board, Trans World Airlines

THE YEAR 1953—the 50th Anniversary of Powered Flight—has been another milestone of achievement for Trans World Airlines. Important new gains were experienced in every phase of our business. During this year TWA inaugurated the first non-stop transcontinental air passenger service in the history of commercial aviation, set new records in its domestic and international air-traffic and expanded its large fleet of *Constellation* aircraft.

Company figures forecast for 1953 indicated a record year for airline traffic. Fulfilling these expectations, the company flew an estimated total of nearly three billion passenger miles by the end of the year, as compared to last year's 2,315,000,000 passenger miles. During this year also, TWA filed its request with the CAB for a renewal of its presently certificated routes from

India and Ceylon, to Shanghai, with permission to extend its operation to Tokyo.

In the cargo phase of our operation, substantial gains were realized during the year. At the end of September, total revenue ton-miles were up 26.7% over the corresponding period in 1952. Mail ton-miles increased 10.3%, express ton-miles, 26.5% and freight ton-miles, 20.3%.

These gains reflect the growth of service which the airline provided in 1953 and seeks to provide in the future. The introduction of four-engine all-cargo flights at the end of September made available increased total cargo lift on our domestic routes. Additional transatlantic and international all-cargo flights were also scheduled. Cargo-carrying capacity abroad was increased and service facilitated by the addition of two new Speedpaks for use on passenger aircraft. A total of six Speedpaks are now in TWA service in Europe.

For the future, TWA will seek to offer low commodity rates to volume shippers of air cargo, and to encourage the shipment of commodities not now moving by air.

Another TWA highlight of 1953 was the purchase of 20 new turbo-compound *Super Constellation* aircraft at a cost of about \$45,000,000. Destined for our international service to Europe and luxury transcontinental service in the U.S., the new planes will raise TWA's *Constellation* and *Super Constellation* fleet to a total of 98.

Through 1953, in the face of rising costs—wage and salary rates, higher costs for aircraft, aircraft parts, and gasoline and oil—TWA has not increased its fares. These higher costs have been absorbed through increased efficiencies of operation indicated by a reduction in operating costs, from 53.4 cents per revenue mile for the first eight months in 1952 to 51.4 cents in 1953, for the corresponding period.

TWA's all-round progress in 1953 presents a very encouraging picture for the future. Our policy will continue to be one of expanding already existing markets and creating new ones through reliable, efficient, safe, comfortable services to the public.

W. A. Patterson, President, United Air Lines

THE YEAR 1953 has been a most satisfying one in many respects—but, as always, there have been both accomplishments and problems.

Certainly, our expectations have been fulfilled from the standpoint of patronage, with a greater volume of traffic than ever before in our 27-year history.

However, tariff rates have not kept pace with increased costs, which, if continued, will result in a profit squeeze.

Among disappointments of the year, I might list failure of sufficient improvement in ground handling, which definitely has failed to keep pace with advancements aloft. We hope for more progress next year. Another disappointment has been in the reliability of many of the aircraft accessories for which we have spent considerable sums of money. While such lack of reliability does not affect safety, it has an effect on schedule dependability, and I believe there is room for improvement in that field.

In the cargo field, I think we should look for more stability in the rate struc-



Wants stable rate structure . . .

ture, and also that we should seek some refinement of rules and procedures under which airfreight forwarders operate.

In 1954, we should expect a continued expansion of passenger traffic, air cargo and mail. Additional capacity should help us to obtain lower operating costs. Nonetheless, with the airlines back in a buyers' market, and with the increasing expansion of low cost transportation, the problem of achieving a fair return on airline investments may become even more acute.

Anker Palvig Cargo Sales Manager, Scandinavian Airlines System

FROM A CARGO POINT OF VIEW, the fiscal year of 1953 did not live up to expectations. S.A.S came very close to its anticipated volume, but the year as a whole has been erratic and an uphill battle most of the time. We do not believe that the 21 million pounds of air cargo (approximate), which were flown across the North Atlantic during this year will be exceeded by any substantial margin before a new type of cargo aircraft, specially designed to

(Continued on Page 16)



IN THE AIR

IN THE FAMILIAR brown-colored cars that carry packages from the department stores and specialty shops to their customers, are now found parcels that have been flown from various parts of the country as part of their regular load. The cars, of course, belong to the fleet of United Parcel Service, and the packages that lately had been airborne are those that were flown as a result of the new air service instituted by United Parcel Service this past summer.

As Railway Express Agency has an Air Division, so too has United Parcel. Known as UPS-Air, the new division was designed, said Vice President Patrick J. Hart, to make fast, dependable air shipments economically practical be-

tween retailers, wholesalers and manufacturers across the United States. Serving still another function, the new division will tend, in operation, to stimulate eastbound shipments, which generally are the low point in any air cargo carrier's activities. With rates that are substantially lower—about 50% lower—than either air express or air parcel post, the company's executives feel that the new service should attract those small packages that are currently moving via surface transportation by virtue of the speed by which they can move and the in-transit time that they can save because of that speed. The rates set up by UPS-Air apply uniformly from one pound to 100 pounds, and they include delivery to surround-

ing metropolitan areas under through billing and single carrier responsibility. With rates just slightly higher than those of surface parcel post giving incentive to more shippers, payload factors for some of the scheduled airlines should be a good deal better from now on.

For the many advantages to be gained by shipping via airfreight, few of them apply to packages weighing less than 40 pounds. The big savings, what with the elimination of considerable crating for heavy airfreight and the lower insurance costs, generally apply to the heavy shipments. This accounts for the fact that small packages make up just a minor portion of the total air cargo volume carried by the airlines. For instance, approximately 32% of all domestic shipments carried by TWA and United Air Lines weigh less than 50 pounds, while The Flying Tiger Line reported that only about 4% of its full tonnage can be attributed to shipments weighing less than 100 pounds. From a revenue standpoint, only 2.9% of the freight revenue taken by TWA was due to shipments weighing from one to 50 pounds, while American's figure came to about 9% of its total. UPS-Air, therefore, has ample ground in which to work, and a great deal to do in stimulating the volume of small shipments that can travel as airfreight.

Since the small shipments-by-air picture is not, at the present point, too encouraging—profits are generally slim, and a good deal of this traffic is seasonal—the entering of United Parcel into the airfreight field at this time might appear disadvantageous. The thinking behind the move, on the other hand, appears to be based mainly (and cleverly) on the idea that the firm's lower rates will stimulate the greater flow of such shipments by air to a more profitable degree. At rates set attractively low, there is a good chance that the firm will achieve its goal.

(Continued on Page 15)

UPS-Air Rates

RATES ARE
30¢ per package
plus the following
pound rates:

From: New York and Philadelphia To:

Detroit 12¢ per lb.

Chicago 14¢ per lb.

San Francisco 33¢ per lb.

Los Angeles 33¢ per lb.

San Diego 33¢ per lb.

Portland, Oregon 33¢ per lb.

Seattle, Washington 33¢ per lb.

From: Detroit To:

New York 12¢ per lb.

Philadelphia 12¢ per lb.

San Francisco 28¢ per lb.

Los Angeles 28¢ per lb.

San Diego 28¢ per lb.

Portland, Oregon 28¢ per lb.

Seattle, Washington 28¢ per lb.

From: Chicago To:

New York 14¢ per lb.

Philadelphia 14¢ per lb.

San Francisco 25¢ per lb.

Los Angeles 25¢ per lb.

San Diego 25¢ per lb.

Portland, Oregon 25¢ per lb.

Seattle, Washington 25¢ per lb.

From: Los Angeles To:

New York 33¢ per lb.

Philadelphia 33¢ per lb.

Detroit 28¢ per lb.

Chicago 25¢ per lb.

Portland, Oregon 15¢ per lb.

Seattle, Washington 16¢ per lb.

From: San Francisco To:

New York 33¢ per lb.

Philadelphia 33¢ per lb.

Detroit 28¢ per lb.

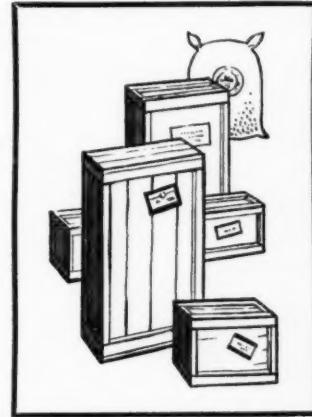
Chicago 25¢ per lb.

Portland, Oregon 11¢ per lb.

Seattle, Washington 13¢ per lb.

Big Leap at SFO

By Milton A. Caine,
Managing Editor



IN THE SPACE OF A DECADE, when a global war had been fought and won, a great city maintained by airfreight alone, and a new war was fought in the Far East, in just 10 busy years, airfreight grew from a small endeavor to a major branch in its own right of the aviation industry. Few places, perhaps, can better reveal the extent of that growth than the airport at San Francisco, for at San Francisco, in even less than a decade, airfreight volume had increased a prodigious 1169%.

Since each part that makes up a whole represents it too, to illustrate the development of airfreight at San Francisco is to represent that development as it occurred also at Idlewild, Seattle-Tacoma, Miami, Chicago, Los Angeles, etc., allowing, of course, for certain variables such as geography, local economics and the like that may alter certain particulars. Suffice it to say, nevertheless, that the rate of growth as registered at SFO, was equalled and in some instances even surpassed at the other airports mentioned here. For our present purposes, however, we shall confine ourselves to the big leap at SFO.

Air cargo that either ended or began its air journey at San Francisco's airport grew from a mere 3,635,085 in 1945 to a huge 42,514,599 in 1951—a growth of 1169% in just seven years. Virtually every type of cargo that has been sent by air has been handled at SFO in varying degrees of volume. At certain times the flower industry accounted for a major portion of the traffic, at others the electronics industry. Or perhaps machinery dominated the field, or textiles did in one form or another. Military air cargo accounted for a good deal of the activity at SFO, particularly during the years of the Korean War.

PERHAPS THE BEST reason to give for the cause of such growth is distribution cost—the cost of shipping property and providing for its distribution—which is considerably reduced through the use of air transportation. This cost, or costs, since they are due to many things: buying, selling, shipping, storing, risk bearing, and the like, are all tied intimately and securely to speed, which is best utilized only in airfreighting. Speed, of course, directly affects such things as obsolescence, insurance, inventory, packaging, market expansion, taxes and several other items, all of them generally costly, and all of them markedly less expensive with the use of airfreighting.

Take packaging, for instance. Heavy or excessive packaging is not necessary, when in-transit time is a mere matter of days, or sometimes hours, rather than of weeks. Why pay for packaging or for tare weight? Elimination of packaging eliminates some extra weight, and thereby reduces transportation costs.

Take insurance. In-transit time pared down to the bare minimum reduces the danger of pilferage, accidents, neglect or the many other ills that moving property is heir to. As these things are reduced, so too are insurance costs. Net profits can be a good deal higher when insurance costs are really low.

Obsolescence, too. Whole industries have been revived owing to the greater speed with which products can move nowadays. The tropical fish industry is a good example of this. The flower industry, too. Obsolescence is practically nil in the shipping of perishable drugs, while fashions in the Bay Area around San Francisco are as up-to-the-minute as they are in New York and Paris, thanks to air transportation.

In short, using airfreight can mean the reduction of overall distribution

costs and the resultant growth of net profits.

WHERE DOES ALL THIS CARGO GO? The answer is: all over the world in a matter of days. To the Belgian Congo to deliver badly needed tractor parts for the building of a new road. To a disabled ship at Sydney urgently needing a new water screw. To Korea, where the population is in dire need of food and clothing. From the United States to virtually every part of the globe go the fruits of the country's technological know-how, the wealth of its fields and forests, the best of its industrial and even artistic skill. Phonograph records and motion picture films are as much in demand as factory equipment. False teeth and girdles have a ready market even in darkest Africa, as do American-bred chicks to replenish depleted or dying stock. From San Francisco, as from the country's other major airports, one all-cargo transport with a 16,000 pound payload can carry as many as 60 or 70 items ranging from bubble gum to fuel pumps and ships spares that will eventually end up at such places as Palawan, Sumatra and Addis Ababa. Fish eggs from the Mississippi have been flown to South America. Automobiles made in Detroit have been flown to the Philippines. Flowers grown in California have landed regularly in Europe. The volumes mount, and the whole world benefits from this growing flow of air traffic.

Volumes mount, and the airlines also

(Concluded on Page 30)

BUSINESS FLIGHT

Service Station . . .

● Forty years after the first auto service station opened, the first airplane service station was opened at Allegheny County Airport, near Pittsburgh, Pennsylvania, by Gulf Oil Corporation. So far as it is known, this is the first station of this type to be opened anywhere for the service of private or corporate owned aircraft. Closely resembling the typical gas station, the facility's difference lies in the fact that there are no pumps in view; servicing is done by mobile refuelers instead. As many as 28 twin-engine executive DC-3s and Lodestars are based at the airport, which is used by many other private aircraft as well.

Increase . . .

● Private flying, according to a survey recently completed by the Civil Aeronautics Administration, for business, agricultural and industrial purposes has increased during 1952. During that year, too, instructional and pleasure flying both dropped. In the former category, business flying done by companies totaled 2,125,000 hours, while the same flying done by individuals amounted to 999,000 hours. Dusting and spraying for agricultural purposes rose 3.2%, and for-hire activity increased 6.8%. The biggest gain of all, however, was done by industrial flying such as pipeline control, surveying and aerial advertising; the gain in this division coming to 31.5%.

Terminal . . .

● Miami's International Airport now boasts a new executive aircraft terminal, just completed by Aerodex, Inc. Featuring one-stop service at the firm's Customer Service Department, the terminal is adequately equipped to perform any service required, from caring for the comfort of business personnel and crew to routine maintenance and major overhaul work for executive aircraft. All services are performed in Aerodex's own shops, including such things as interior conversions, propeller overhaul and custom and standard seating manufacturing.

Conversion . . .

● In less than two minutes' time, the rear seats of Piper Aircraft's new Apache can be removed without tools to provide 85 cubic feet of unobstructed cargo space. Cargo can be loaded into this space through either the large baggage door or, if comprised of bulkier items, through the main entrance, from which the door may quickly be removed. The plane is offered in three models: Standard, Custom and Super Custom, and it should prove as popular with flying businessmen as have Piper's other models.

Company Awards . . .

● In the new program designed to recognize persons and organizations who have contributed the most to the Beechcraft quality control program, 45 awards in all will be given. The program, of course, applies to the manufacturing departments, suppliers, subcontractors, distributors and owners of these business aircraft. One award will go to the Bonanza owner in each of the firm's 36 domestic distributor territories whose aircraft is in the best operating condition; the total number of hours on the craft will, of course, be taken into account. Quality control refers to the control imposed on the production of these craft, from the raw materials stage down to servicing and operation of the finished product.

The Role of the Aircraft Broker

By Frank R. Brine

THE \$250 MILLION INVESTED by American industry in its corporate fleet is not frozen. An active demand for these planes exists in today's market, according to William C. Wold, whose aircraft brokerage firm has sold over \$15 million worth of multi-engine planes within the past four years, a record that tops all other published figures for brokerage of aircraft.

Wold, 38, an MIT graduate engineer, worked 10 years for Consolidated Vultee Aircraft, first as an engineer and then as N. Y. representative for Convair, handling sales of the company's complete line of aircraft from single engine Stinsons up to the Convair deluxe liners. As he became acquainted with the executive sales situation, he came to feel that the biggest market would be in converted war surplus planes for executive use.

In 1949, while still the Eastern representative for Convair, he went into business for himself, with an ambitious plan: to keep track of all registered multi-engine transport aircraft throughout the world, 6000 units and of the 1000 companies excluding airlines, which own them, and the 7000 executives concerned with these aircraft. In Washington he managed the not-so-easy job of getting a list of registered aircraft. By writing to the companies which own these aircraft, he gradually built up a list of the people most closely involved with them—executives, pilots, aviation managers, purchasing agents, government purchasing commissions, export import firms, abroad as well as in this country.

By checking several times a year with owners, Wold finds out which aircraft are for sale and attaches a little red flag to the card for that plane, a card that already lists the plane's specifications. He is thus ready at any time to list for prospective purchasers virtually all the multi-engine aircraft that are up for sale.

"A well organized aircraft brokerage firm performs the same function for buyers and sellers of aircraft as the

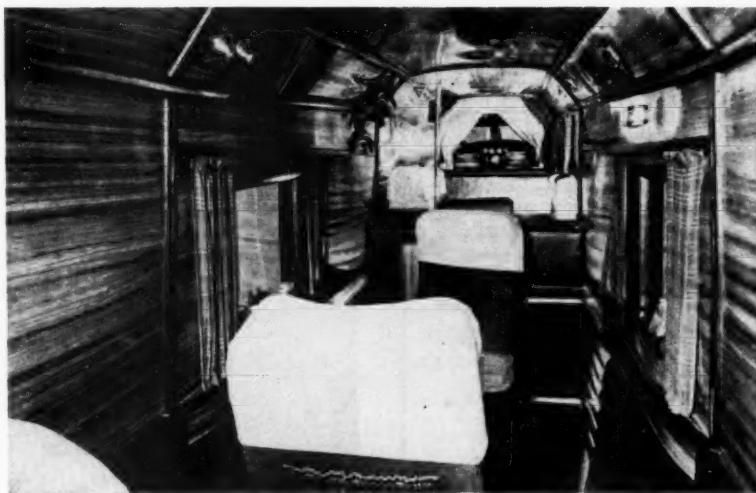
stock exchange for securities, and," Wold points out, "the very fact that a plane can be sold easily in today's market reassures prospective purchasers."

That is why Wold feels he must maintain files on almost all available offerings, and be in touch with the majority of prospective purchasers. Otherwise, if either the offerings on file by the firm are too few as to be unrepresentative, or the number of buyers who are in the market for planes at one time do not represent a proper percentage of all actual buyers, the buyer or seller who uses the brokerage service tends to get a distorted view of the market and his interests suffer.

Wold has found that, just like in the automobile business, most buyers are those who already own the product. Therefore his best mailing list for prospects consists of the 7000 men involved with the present multi-engine fleet. To these he sends market reports, special aircraft offerings and illustrative brochures. When a vice president of

Great Lakes Carbon Corporation, turned to Wold to sell his Douglas B-23 executive transport, he commented, "you have been sending us the offerings of others with planes to sell, now let's see what you can do for us." Wold made a standard sales promotion agreement with Great Lakes Carbon assuring the seller complete market coverage and Wold 5% of the sales price. This was signed November of 1952. Wold then prepared a descriptive brochure on the plane and sent it to the 7000 on his list. Twenty on the list responded, including an executive of the Celanese Corporation of America, which bought the plane in January 1953. Their pilot, Howard Zbornick, had been looking for a plane that would be faster than his DC-3, and yet still able to get in and out of the small fields used in his operations.

Typical responses to the mailing of the brochures vary in number with the kind of aircraft offered. For instance, a Twin Beech—50 replies, Lode-



This high speed, long range North American B-25, is boasting, as can be seen here, a compact and comfortable executive interior. Cruising range is 1800 miles, cruising speed is 265 mph. maximum range, 2100 miles. Price from \$110,000 to \$175,000.

AERO TRADES

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stars—30, DC-3—25, Mallard offerings
pull about 10

From this continual sounding of the
market, Wold has therefore at any one
time contact with representative num-
bers of both buyers and sellers. Right
now in the files there are:

30 prospects for DC-3 with 8 avail-
able, 43 prospects for Twin Beeches—
26 available, 11 prospects for Mallards—
3 available, 8 prospects for B-23—2
available, 8 prospects for A-26—4 avail-
able, 12 prospects for B-25—3 avail-
able, 26 prospects for Lodestars—16

available, 12 prospects for PV-1—2
available.

Naturally the reason all the buyers
do not get together with sellers is price,
specifications of aircraft, etc. However,
a buyer or a seller can get a good pic-
ture of the market at a glance.

Now that this system for staying in
contact with the market has been
brought to its present degree of work-
ability, Wold has his eye on the vast
untapped market of American Industry
which at present has no contact with
the current use of corporate aircraft as

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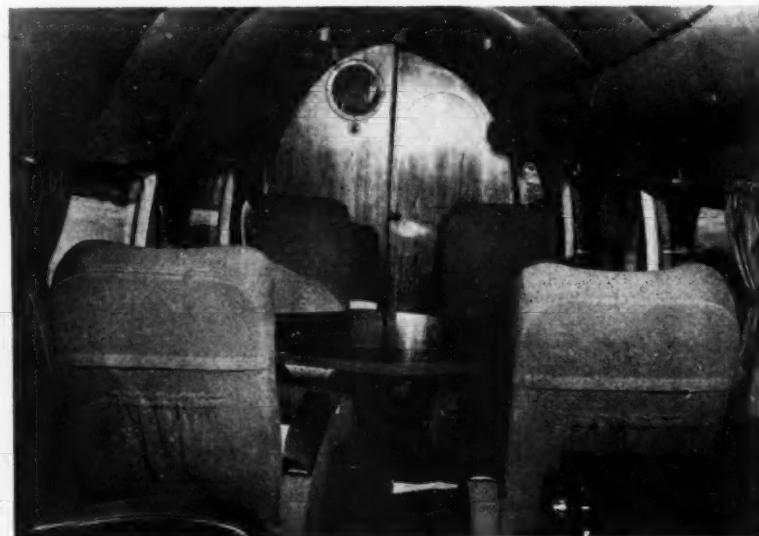
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Branch Office: 5777 W. Pico Blvd., Los Angeles, Calif.



Inside this Douglas B-23, the flying executive has a 3-place davenport, two folding desks, lunch or card tables and 6 chairs. Also a ship-to-shore telephone, bar and cabinet, steel ice box and storage. Price ranges from \$175,000 to \$290,000 for the plane which is famous for its long range and short field performance.



This Lockheed Ventura, converted to executive use, uniquely boasts four large picture windows just forward of the entrance door. Shown here, the main cabin, looking aft, contains conference tables, cabinets, four reclining chairs and an auxiliary seat. The price range, Wold claims, is from \$150,000 to \$170,000. Maximum range is 1650 miles, cruising range 1300 miles, and cruising speed 265 mph.

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BRIDGEPORT, CONN. 78-0491
TETERBORO AIRPORT, TETERBORO, N. J.

business tools. He feels that from his experience of known operational methods and uses to which aircraft can be put, he is in a good position to guide newcomers in the field who do not yet own and operates planes. He directs advertising to this field in which he



offers to analyze their company's particular transport needs, in light of the specifications of aircraft available. Although this promotion is directed primarily at single-engine aircraft owners in an attempt to upgrade them into multi-engine equipment, it is also being directed at industries, where the record shows aircraft to be particularly useful.

Wold is proud of the fact that in his four years of operation he and his partner Joseph T. Barta (who is currently on an around-the-world sales tour) have been able to handle successfully the sale of the planes of such prominent firms as The Ford Motor Company, Fairbanks, Morse, General Tire and Rubber, New York Herald Tribune, Pacific Gas Corporation, International Harvester, Bendix Aviation Corporation, Great Lakes Carbon and Lehman Brothers, and he looks forward to an ever expanding service as this interest on the part of American Industry in an executive air-fleet grows.

UPS-AIR

(Continued from Page 10)

Naturally, the company's main purpose for entering the airfreight field was not merely to pad out payloads for the airlines. The addition of an air operation to its regular service was meant to fulfill still another purpose: that of supplementing the firm's surface deliveries, which have been waning for some time. This can be done quite economically, without taking on more people or adding equipment or even substituting new delivery patterns. The same brown-colored cars are used, there are no special deliveries made for air packages, and the firm's facile record handling system is in no way burdened by the new additions. The air shipment and the surface package are loaded together and delivered on a regular run.

As noted, the number of parcels UPS has delivered in its regular service has been edging downward since 1941. Reasons for the decline are many: the fact that department stores encourage their shoppers to carry their own packages; the fact that during World War II, many shoppers developed the habit of carrying their own purchases home, and have been doing so ever since; the fact that department stores have raised the minimums whereby parcels can be sent—all these have attributed to the wane of deliveries made by United Parcel, and all these have been responsible for

UPS' looking to the skies for increased business.

It is not an expedited service that UPS-Air offers, nor does the firm claim that it is. Two-day delivery is what
(Concluded on Following Page)

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AMBLER 1800



Among the more popular transports is Douglas' DC-3, one of which, converted to executive use, is shown here. Wold offers the DC-3 at from \$100,000 to \$170,000. Cruising range is listed at 1500 miles, maximum range at 1800 miles, and cruising speed at 207 mph. The DC-3, of course, is famous for its performance and dependability.

the company claims as opposed to next-day or even same-day delivery as offered by Air Express. Packages moving via UPS-Air do not get preferential treatment as those do that move as air express, but, of course, the economies involved—a 50 pound package moving from Los Angeles to New York City would cost \$16.80 by UPS-Air, \$39.70 by air express and \$40 by air parcel post—will be a deciding factor in the success of this operation. The first figure includes insurance up to \$200 per package, the other two do not.

As a prepaid service, it offers little competition to the other airfreight forwarders, who also handle small shipments, consolidating them into larger ones, but whether this situation will in time be altered remains to be seen. In July UPS' air service was operated only from the West Coast east. In October, service was expanded to include parcels going in the opposite direction, from the East Coast west. The volume of traffic moved so far has been up to expectations and moving upward steadily. UPS-Air fully expects this volume to continue moving upward, justifying its faith in the new venture. The feeling within the firm is that chances for its continued success appear to be good.

Suffice it to say, another large organization has seen fit to enlarge its scope by turning to airfreight transportation, recognizing therein the inherent possibilities and the chance to expand its activities and profits by taking to the air.

SALES REPRESENTATIVE

Airfreight Forwarder offers opening for a sales representative with following.

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GOOD FUTURE
REPLIES CONFIDENTIAL

Box 7, Bowling Green Station
New York 4, New York

THE WAY AHEAD

(Continued from page 9)

carry air cargo economically, is introduced to the industry. The problem, of course, is to reduce the ton-mile costs to a point where you attract a much broader market, which ultimately will



Wants the right aircraft . . .

result in an increased number of tons of cargo to be carried. The DC-6A's are doing a fine job, and, of course, are a tremendous improvement over the DC-4's. However, they are not the solution to our problems. We believe the introduction of the right aircraft will eventually make air cargo as important as passengers.

The present cargo rate structure must be revised in order to develop the enormous cargo potential on the North Atlantic route. The question is how? Some feel that commodity rates should be withdrawn, the general cargo rates decreased and discounts allowed from 25% to 45% depending on the weight of the consignments.

We agree to lower general cargo rates, although we feel that with the present available equipment across the

North Atlantic a substantial decrease is not economical. However, we cannot agree to the elimination of commodity rates. Cargo rates must be separated by commodity in the same manner as in the past, namely by means of specific commodity rates. These rates must not only be retained, but decreased and introduced with low minimum weights, thus enabling the air carriers to further develop the existing air cargo market and also search for new sources.

SAS believes in the future of air cargo and intends to maintain its high standard in this field. Our lift capacity will be adjusted to meet the demands of a possible changing market, and continuing efforts will be made to further develop the industry.

Willis G. Lipscomb
Vice President Traffic & Sales
Pan American World Airways

DURING the year 1953, Pan American World Airways flew approximately 50 million cargo ton miles, transporting nearly 70 million pounds of airfreight. A cargo reservation procedure, whereby shippers can reserve space on Pan American Clippers for their cargo, in the same manner in which passengers make seat reservations, was inaugurated by Pan American in 1953. Additional scheduled all-cargo services were established, with frequencies stepped up over the heavier trade routes.

Highlight of 1954 will be Pan American's new all-cargo DC-6A freighters. Especially designed for fast over-ocean freight haul, these new cargo Clippers will be pressurized and equipped with precise temperature and humidity controls, enabling Pan American to handle any kind of shipment regardless of its perishability or sensitivity to humidity and temperature changes.

The volume discounts effective next April for North Atlantic air shipments

(Concluded on Page 32)

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INTERNATIONAL AND DOMESTIC FREIGHT FORWARDER

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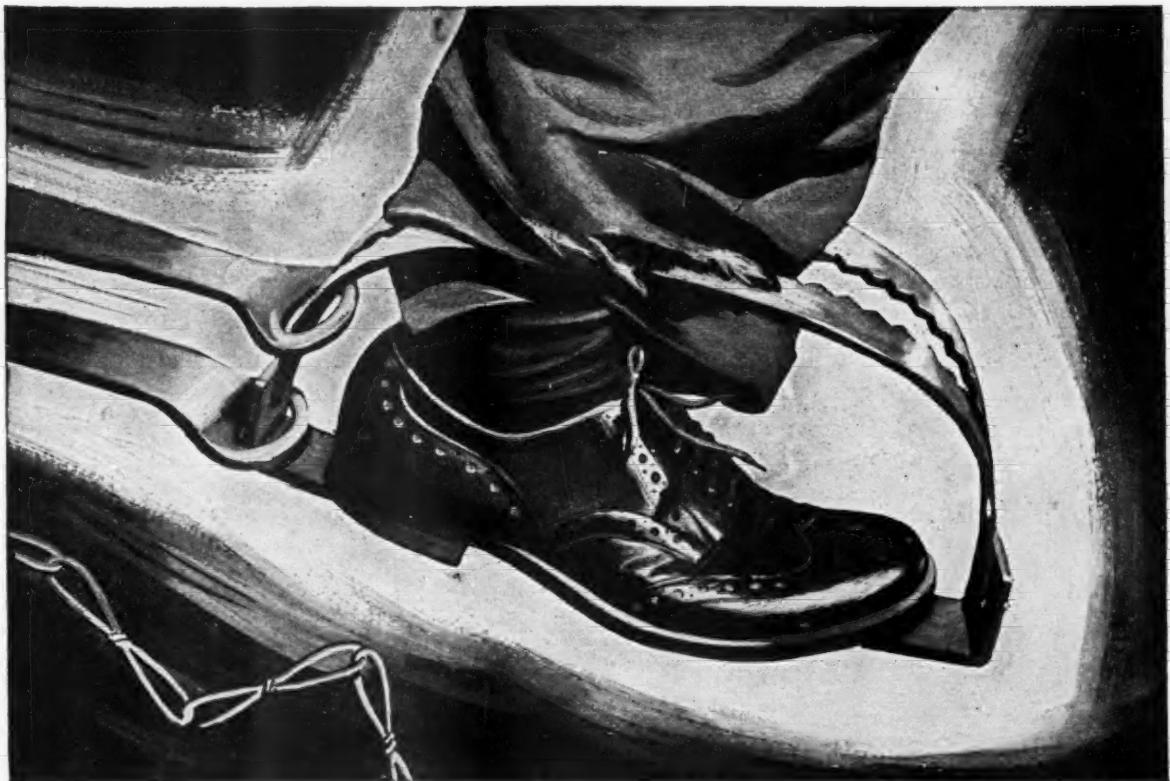
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The big jobs and big salaries which only yesterday seemed possible of accomplishment now appear remote and unobtainable. The future that held great promise no longer exists.

Look back over your own business career. Have you made as much progress as you are capable of making? Are you adding to your knowledge of business fundamentals each day? Or are you, too, lying back contentedly waiting for the success that will never come?

Men who sincerely want to get out of the "trap" can turn to the Alexander Hamilton Institute with great hope. Over a period of thirty-nine years, the Institute has re-kindled the ambitions of thousands of men, and has enabled them to turn their dreams of success into actual achievements.

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It is one of the fascinating delights of business to see what a single year can do in the lives of ambitious men working under systematic guidance. The Institute works no miracles, but it does provide a program so complete and scientific that each day carries subscribers closer to their goal.

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To the \$5,000 Man who wants to make \$10,000 or more a year

"Forging Ahead in Business". It was written for mature men only; men who seek—not a magic formula—but a sound, realistic approach to the problems they face in trying to improve their positions and increase their incomes.

There is no charge for "Forging Ahead in Business" for the simple reason that it is worth only what you make it worth. Some men glance through it, and toss it aside. Others have found a fortune in its pages.

If you are willing to devote one short evening to the study of a plan that has meant rapid progress to thousands of executives, send for "Forging Ahead in Business" today. Fill out and return the coupon below; your complimentary copy will be mailed to you promptly.



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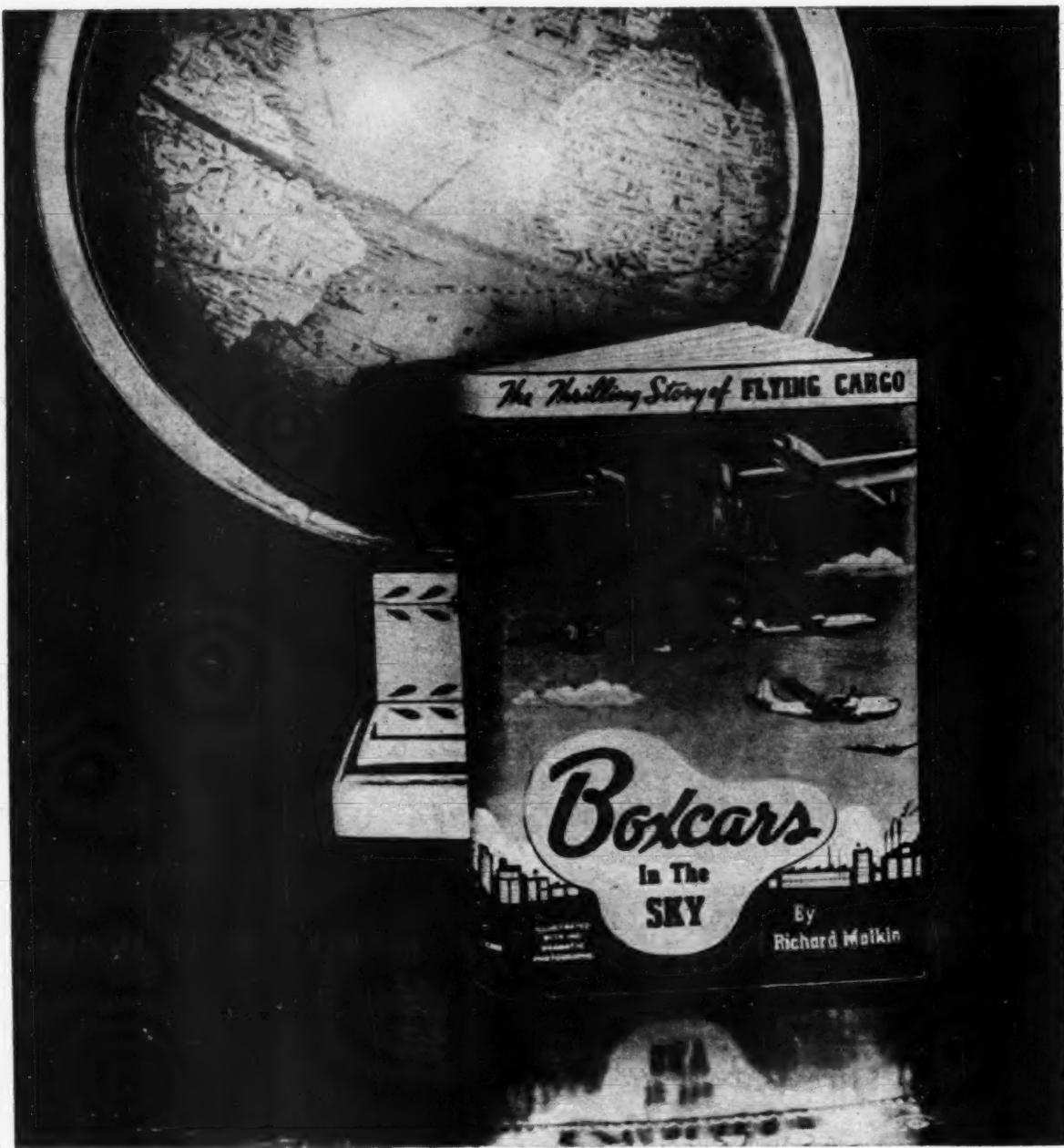
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FOR
REAL
ECONOMY



USE
AIR
CARGO

VOL. 24

JANUARY, 1954

No. 1

New Code-Labels Devised For Dangerous Cargoes

MONTREAL—Shipments on special cargoes, i.e., radioactive isotopes, corrosive and caustic liquids, etc., moving by air will shortly be governed by a new set of cargo regulations. These have been drawn up by representatives of four international airlines and approved by the International Association Traffic Conferences. These regulations are the first to become standardized for any transport group, and true credit should be given the international airlines for having adopted them.

With these regulations, radioactive isotopes, for instance, which have extremely short effective lives and can best be moved great distances by air, can be made available in places they could not previously reach. Similarly, other "restricted" commodities previously not movable between many points connected only by the services of two or more carriers, can be taken. The new regulations should also facilitate, IATA believes, shipments on interline basis of chemicals, disinfectants, water purifiers and similar items that have to be rushed in bulk to disaster areas. In addition, the regulations provide for the certification, labelling, classification and packaging of some thousands of commodities requiring special stowage and handling, and enumerate those that the airlines may not carry at all.

Special Care

Special handling and stowage is a must on the items listed in the code for the safeguarding of airlines personnel and equipment. As in the case of radioactive isotopes, the code specifies that they be kept at a certain distance from human beings, be shielded in lead, and be carried in no more than packages of four, each package emitting a maximum of 10 milliroentgens per hour of all types of radiation. Some of the items may only be carried on all-cargo aircraft. Radioactive materials, incidentally, will bear a new symbol on their labels. This has been agreed upon jointly by American and British atomic energy control authorities.

The new code required nearly three years of study and drafting, and it now is expected to go into effect the early part of 1954. Its provisions have been made flexible so that more rigid local requirements can be met within its framework, and also that new commodities may be added or other changes made.

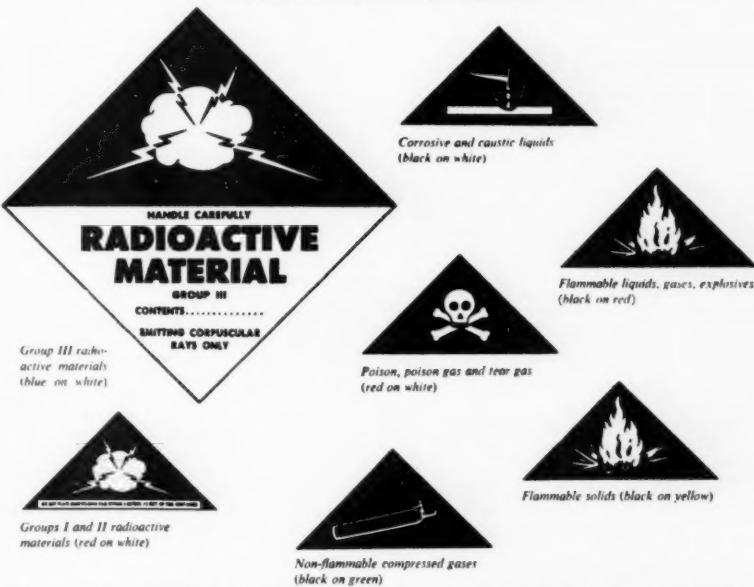
French Get Freighters

PARIS—Before June of 1954, the French Air Force will receive 34 Nord 2501 freighters, according to the manufacturer, SNCA de Nord. After June, the monthly production rate will be five aircraft. This particular freight plane, currently in production, is known as the *Noratlas*.

Lifts Heavy Generator

WESTOVER AFB—Having recently converted from C-97 to C-124 type aircraft, the 31st Air Transport Squadron flew one of the heaviest single pieces of equipment ever to be transported by air. This was a 28,000 pound generator delivered to a northern base. The generator turned out to be the second heaviest piece ever to have been airlifted from Westover; the first having been a 29,044 pound tractor cap assembly (see AIR TRANSPORTATION, June, 1953).

FOR SPECIAL CARGOES



These are the first standard set of labels to be used for restricted cargoes ever to be adopted for worldwide use by any form of transport. Designed to eliminate language difficulties and other problems by their symbols, the labels will probably come into use early in 1954. They are part of a code that governs carriage and acceptance of special cargoes agreed upon by the world's scheduled airlines at a recent IATA conference. The code was drafted by representatives of Pan American World Airways, KLM Royal Dutch Airlines, British Overseas Airways Corp. and Trans-Canada Air Lines. IATA's Harry Gibbons acted as secretary of the group.

Signs Two Agreements

BURBANK—Interline agreements were signed recently by the all-cargo carrier, Flying Tiger Line and two international carrier's, Swissair and Canadian Pacific Airlines. The former connects with FTL at New York and flies from there to Zurich, Geneva and Frankfurt, while the latter connects with FTL at Seattle, Washington, for the better integration of cargo services.

Sharp Gains Showed

HARTFORD, CONN.—Airfreight at Bradley Field here soared 134% within just one year's time, according to a report issued by the State Department of Aeronautics. The number of pounds handled within the year came to 14,800,000. Of this total, mail poundage shot up 12%, and air express 35%. Poundage for the two categories came to 2,950,000 and 3,500,000 pounds, respectively.

P.O. May Extend Mail Experiment

WASHINGTON, D. C.—The flying of three-cent first class mail at approximately airfreight rates may be extended to the West Coast shortly, according to the Post Office Department. To date, preliminary studies of the economics involved in this extension have been made, encouraged by the success of this operation as recently begun in the cities of New York, Washington and Chicago. Should this service be expanded, the Air Transport Association predicted that most of the country's domestic first class mail covering distances of 1000 miles or more will go by air. At present, only four scheduled airlines—United, Trans World, Capital and AA—have been flying this mail on an experimental basis, but other airlines are also interested in it, and the Post Office Department has indicated a willingness to include them in the experiment. In flying across the country, this mail will tend to overcome somewhat the directional imbalance that traditionally plagues carriers traveling from west to east. At present, the CAB is considering whether airlines not holding certificates to carry airmail legally may join in the experiment, much as the Post Office Department might wish them to.

TWA Expands Cargo Lift

SAN FRANCISCO — Four transcontinental all-cargo services have been added to increase Trans World Airlines' long-haul cargo capacity between this city, Los Angeles and New York. Due to this additional lift, many intermediate cities centered in vital manufacturing and growing areas gain increased and improved service. At present, 12 cities are served directly by TWA's Sky Merchant flights, which are linked also to 21 foreign points served twice weekly by the airline's all-cargo service across the Atlantic. This, of course, means that shipments between many cities in the U. S. and others abroad may be routed on a single airwaybill.

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Miami, Fla.
Phone: 88-2108 or 4-9824

Large Reductions Cancelled 6% Cuts To Go Into Effect

HONOLULU—Schedules proposing cuts ranging from 23 to 45% for general commodity transatlantic shipments have been dropped and new rates schedules filed with the CAB. The previous schedules had been proposed by both Pan American World Airways and KLM Royal Dutch Airlines and cancelled, according to Pan Am, "because of considerations advanced by various governments" at the IATA meeting recently held in Honolulu. "This move was decided on," said a spokesman for KLM, "in the hope that it would lead to a new agreement."

More Rights Given PAL

MANILA—Four countries have given their approval to Philippine Air Lines to carry traffic between Madrid, Hamburg, Karachi and Bangkok on the carrier's international routes between this city and Manila. The four countries are, naturally, Spain, Germany, Pakistan and Thailand.

Italy, said PAL, has also approved a new agreement whereby the airline can carry an increased number of passengers monthly in each direction between Rome and Madrid. Both are served by PAL on its route between London and Manila.

IATA ADDITIONS

Owing to the erroneous omission of certain names from the list of IATA-Approved Air Cargo Agents, as it appeared in this magazine's Air Shippers Manual, we hereby notify all owners of the Manual that Anglo Overseas Transport Co., Ltd., with offices at 29, Mincing Lane and at London Airport, and Blue-Air N.V., with offices at 65 Rokin, Amsterdam, and at Schiphol Airport, Holland, are IATA-Approved air cargo agents. IATA, in the future, should try to be more careful.

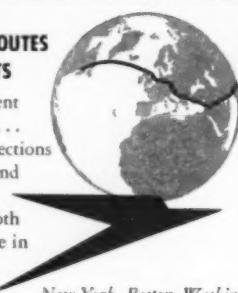
ASME Holds Symposium

NEW YORK, N. Y.—Sponsored by the Instruments and Regulators Division of the American Society of Mechanical Engineers, a symposium was held in conjunction with ASME's annual meeting here in early December. The symposium, dealing with frequency response techniques, one of the most widely discussed engineering topics, drew not only mechanical, chemical, electrical and aeronautical engineers, but also physicists and research scientists from America and Europe.

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Little altered from the old one, a new agreement was accordingly made. The result of the meeting was that the 11 companies flying the North Atlantic route have all agreed to preserve the present rates until April 1. An agreement was also made to introduce new quantity discounts and changes in specific commodity rates after April 1. After that date, and for the next 12 months, the rate schedule is to be altered by the addition of a 30% discount on general merchandise shipments weighing over 440 pounds. The new agreement will run until March 31, 1955. This, however, works out to a net reduction of only 6% since the carriers already offer a reduction of 25% in basic commodity shipments weighing over 100 pounds.

Lauds Reduction

The acceptance of this lesser reduction was hailed by Pan Am as an acceptance of its principle that volume shipments should bear lower rates, and an appreciation of its efforts to obtain a realistic rate structure. The airline stated that it will continue to press IATA for adoption of larger discounts for heavier shipments flying the North Atlantic, hoping eventually to bring these air cargo tariffs down to where they will generate a greater volume of traffic.

Show Plans for Jet Plane

HAGERSTOWN, MD.—Plans for a wholly new high-speed commercial jet transport have been unveiled by the Fairchild Aircraft Division at a special meeting in New York. Developed under the firm's new \$1,500,000 research program, the M-186 jet liner and cargo carrier is one of two projects currently in the planning stage. The other is a turboprop military plane that will operate from unimproved fields.

Designed as a high-wing transport, the M-186 will cruise at 570 mph. A novel feature in the jet transport will be that it can readily be converted to bulk-freight operation. 'Beaver-tail' doors at the rear will allow for quick end-loading of airfreight, and the radically high tail and 48-inch truck-bed level fuselage floor will dispense with special cargo-handling equipment. When fully developed, the M-186 will fly coast to coast with but one stop for fuel.

In the meantime, the firm's famous C-119 Flying Boxcars are delivering maintenance and combat supplies for American jet aircraft wings on the new European airlift operated by the 12th Air Force. In the newly started airline-type schedule, the C-119s operate out of two American bases in Germany to pick up and deliver supplies to and from depots in England, Africa, Germany and France.

Flies Clothing to Korea

OAKLAND—Aboard the first plane carrying the Korean flag and flying to Seoul from the Municipal Airport here were 1000 pounds of children's clothing to be distributed to 200 war orphans. The plane itself was a DC-4 purchased in the United States, and the clothing was all donated by sympathetic Americans. Captain Y. W. Shim, the pilot and president of Korean National Airlines, also purchased three Hiller helicopters for use in Korea's mail service and is currently negotiating with Lockheed for Super Constellations for use in the line's international service.

Fears Aviation's Future

SAN DIEGO, CALIFORNIA—At the recent joint meeting of the San Diego Advertising and Sales Clubs and the Chamber of Commerce celebrating the 50th Anniversary of Powered Flight, Robert W. Prescott, president of The Flying Tiger Line, declared that the future of civil aviation is falling into the hands of a "stifling monopoly" as a result of the Civil Aeronautics Act of 1938. This Act, said Prescott, was originally passed "to give the then struggling air transportation industry a helping hand for the good of all the people," but has since been regarded by the "handful of passenger lines," whom it saved from starvation and bankruptcy "not as a tool to promote the air transport industry for the good of all the people, but rather as a great bonanza to themselves." As a result, these few passenger lines have formed "one of the strongest Washington lobbies in existence today" not only to

protect and increase their own subsidies, but also to "keep out . . . any possible competition . . ."

In addition, Prescott cited the fact that FTL would not have been granted even the temporary certificate it now holds had it not spent "hundreds of thousands of dollars" in proving overwhelmingly to the CAB that the airfreight service needed by the country was not being provided by any of the subsidized passenger lines. He stressed the fact that this temporary certificate still contains "specific provisions denying us subsidy, the right to carry the U. S. mail or air express," i.e. anything that offers "any possible competition to the subsidized passenger lines."

Despite the fact that the airfreight industry carried 240 million pounds of freight last year, and that it expects to develop some 60 million dollars in traffic this year, Prescott declared that unless the government allows the airfreight lines to carry mail, as they offered to do without subsidy, and unless the government alleviates "this situation of special privilege" which favors a small group of passenger lines, "all in the future like us who try to accomplish something new will be dragged down!"

In conclusion, Prescott said that aviation is "barely in long pants" and that much lies ahead in the way of advancement. An atomic-powered plane "with as much as a 100-ton payload," "push-button planes," etc. are all just around the corner to carry on the work of the Wright brothers, Lindbergh, Mitchell, and other "grand names of aviation," and therefore, "it is up to us to foster the Diamond Jubilee," and in the next 25 years "to make aviation work for all."

The Only Airfreight Story

Richard Malkin's prizewinning



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Activity at the Seattle-Tacoma International Airport

MAIL (pounds)	Oct. 1953	Sept. 1953	Oct. 1952	Cal. Year to Date 1953	1952
IN	372,997	372,816	336,332	3,556,652	3,357,215
OUT	375,196	385,679	466,944	4,276,981	4,332,575
TOTAL	748,193	770,980	803,276	7,833,633	7,689,790
EXPRESS (pounds)					
IN	133,275	144,756	128,967	1,314,138	1,314,209
OUT	84,373	93,303	94,454	954,750	1,012,135
TOTAL	217,648	238,059	223,421	2,268,888	2,326,344
FREIGHT (pounds)					
IN	668,276	631,684	509,424	5,539,955	4,605,985
OUT	1,480,418	1,423,442	838,366	10,762,946	7,388,744
TOTAL	2,148,694	2,055,126	1,347,790	16,302,901	11,994,729

Includes statistics for the following airlines: ASA, NWA, PAA, TCA, UAL, WAL

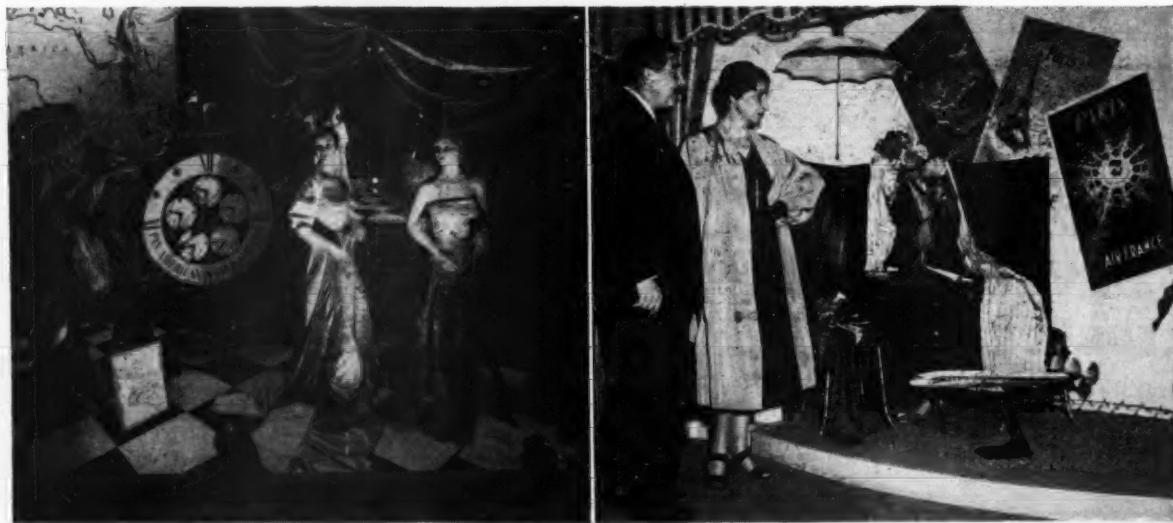
Canada Cuts Cargo Rates

MONTREAL—Effective the first of the new year, airfreight tariffs in Canada will be cut in some instances by as much as 50%, according to the Air Transport Board. Thus, in shipping 100 pounds of cargo from this point to Winnipeg, for example, the new rate will be \$12.30 instead of \$18.20. From Toronto to Winnipeg, the rate will be \$10.10 instead of \$13.95, and from Toronto to Vancouver \$21.80 instead of \$30.10. While encouraging air cargo traffic for the government-owned Trans-Canada Air Lines, who will operate under these new rates, the government has at the same time denied the cross-country airfreight license requested by Canadian Pacific Airlines lest it compete too strongly with TCA, such competition probably forcing airfreight rates up rather than down.

Work on Terminal Goes On

SEATTLE—A call for bids has been issued on the construction of the south and central portions of the airfreight terminal located at the Seattle-Tacoma International Airport. These were for general, electrical and mechanical work that will cost approximately \$75,000. The central unit is to consist mainly of offices, while the south wing will consist mainly of loading bays, according to the Port of Seattle Commission. Completed so far were the grading site of the whole terminal building area and the construction of the embankment for roadways that will connect the terminal with the Administration Building. Still to come is the construction of the north unit, which will give the airfreight terminal an additional 17,250 square feet. When completed, the terminal's floor area will amount to 38,500 square feet.

TWO CARGO DISPLAYS



Not the least among the thousands of items that continually move via airfreight are fashions and fashion items. In New York, recently, two world wide airlines featured such items in attractive displays; Pan American World Airways, left, showing several airfreighted gowns from foreign countries, and Air France, right, figuring prominently in a display of accessories it had carried over the Atlantic. The latter exhibit appeared in the Boutique Shop, and is being admired by Mme. Henri Bonnet, wife of the French Ambassador, and Adam Gimble, president of Saks Fifth Avenue.



MAILBAG MEMOS

The Mail Issue

First let me congratulate you upon your fine November, 1953, issue. Needless to say, I take exception to Mr. Cassidy's Guest Editorial, not only because of his natural bias which sounds strange coming from an employee of an airline whose president fervently declared to the CAB that he had no intention of ever carrying mail and that he just wanted a certificate to carry freight. But then, that was several years ago and he has his certificate and Mr. Cassidy is a salesman so naturally he colored his story.

The primary fault was that he missed the big point which is not so much who flies the mail (may the best man win) but the opposition to it flying at all. The railroads and the postal employees of the R.P.O.'s naturally do not want to see the Railway Post Offices put off the tracks, regardless of their expense to the government and the better service available to the public. The expense is turning out to be terrific.

Other than this natural disagreement, it was a fine issue.

L. J. Eichner
General Manager of Traffic and Sales
Trans-Texas Airways

★

Appreciation

We wish to take this opportunity to thank AIR TRANSPORTATION for its endless efforts towards educating the air cargo shippers and agents throughout the USA. Your support has been greatly appreciated.

Anker Polvig
Cargo Sales Manager
Scandinavian Airlines System

Airfreight Shows Gain

NEW YORK—Through the four main airports that serve New York and New Jersey passed 174,127,500 pounds of air-freight within the first nine months of this year, stated a member of the Port of New York Authority. This figure represents a gain of 9.5% over the amount handled within the same period last year. Thus, it appears that the gain showed so far will continue until the end of the year and top the total reached throughout the full 12-month period last year, which registered at 229,259,870 pounds.

MATS Breaks Record

KEFLAVIK, ICELAND—All previously monthly military cargo records held here were smashed recently by Military Air Transport Service. Using Douglas cargo planes such as the *Globemaster II*, DC-6s and DC-4s, the organization carried more than 500,000 pounds of ingoing and outgoing air cargo and mail, about 5000 pounds more than had previously been carried by MATS here in any one month. A further breakdown of the record figure revealed that incoming cargo came to 193,265 pounds while 147,583 pounds were shipped to other destinations. Cargo alone, therefore, accounted for the greater part of the volume (340,848 pounds in all) and mail boxes and papers for the rest.

PAA Sets Cargo Records

NEW YORK, N. Y.—All existing Clipper cargo records between New York and Latin America were broken in October when Pan American World Airways carried a total of 974,393 pounds of air freight, breaking the old record of 871,113 pounds flown in February 1952. The heaviest flow of air cargo was between New York and Caracas and New York and San Juan. PAA cargo officials attribute the increase to a sales drive recently launched in Venezuela, Puerto Rico and New York, and also to PAA's new space reservation plan for cargo shipments.

A series of cargo flights carrying 19,000 pounds of bananas per plane has been instituted between Columbia and Miami, PAA announced recently. The new service supplies fruit for Chicago and Middle-west markets.

Urges Approval for JAL

TOKYO—Recommendation was given by CAB examiner Barron Fredericks that Japan Air Lines be authorized to fly cargo, passengers and mail between this point and San Francisco. If granted, the company will be the first Japanese carrier to offer scheduled service to the United States. The company, which is 50% owned by the Japanese government, plans two weekly round trips across the Pacific, with intermediate stops to be made at Wake Island and Honolulu. In making his recommendation, Fredericks said that "the present situation is one in which Japan's Air Lines may share, with airlines of our own flag [Northwest Orient and Pan American World], in serving and developing international traffic."

Flies Woolens from Italy

NEW YORK—Shipments of from 10,000 to 20,000 pounds of fine Italian woolens will be flying weekly to New York for the next few months via KLM Royal Dutch Airlines, said Roman Smucher, president of the woolen firm that bears his name. These will be imported from two Italian cities, Biella and Schio and flown here in lot shipments. The woolens are destined to appear in the ready-to-wear departments of leading stores this spring, he said.

From Italy also, as well as from France, came two of KLM's cargo managers who, with Alvin E. Levenson, D. Sj. de Boer and Arthur Rickard, made a successful tour of five freight-generating cities in the United States. The cargo manager from Italy was P. Saanser, and from France L. Lapidaire.

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1 Economic reports on five European nations have been prepared by Scandinavian Airlines System to aid businessmen with their investments or activities abroad. Complete in many details, the reports are broad in scope and packed with vital information. Ideal for businessmen.

2 Information about a redesigned space heater now used by many airlines and in many airports is yours for the asking. The heater is portable and streamlined, and the bulletin leaves nothing unanswered.

3 Speed . . . in Photo and Fact, another of the interesting booklets depicting the particular values of air express.

4 24-page catalog in color illustrating the new line of Barrett hand lift trucks. Well illustrated.

5 Pictorial progress during 50 years in the life of the American Box Company, manufacturers of wooden and wire-bound boxes and crates.

6 Sample back numbers of the *American Import & Export Bulletin*, giving news of developments in the foreign trade industry. Covers Customs, Commerce, Agriculture, Treasury, and State Departments thoroughly. Reports on changes in laws, rules, regulations, etc.

7 Illustrated and fully described in a six-page folder are facts for the shipper and packer interested in strapping, seals, tensioners, sealers and accessories. The products are for banding all types of packages, bales, boxes, pallets.

8 Bulletin 5191, illustrates and briefly describes the principal units in an expanded line of industrial trucks and tractors. The complete line is graphically presented in this attractive, four-page folder.

9 One of a series of popular advertisements, entitled "Should Your Child be an Aeronautical Engineer?" has been put into booklet form. Comments by Igor Sikorsky make its theories sound and important to your child's future.

10 Both entertaining and educational, a 20-minute color and sound film is available to clubs, schools, business groups and television stations. It shows how business airplanes help industrial leaders save time. Highly informative.

11 A new eight-page specification booklet listing the advantages of the new fork lift trucks. Dimension drawings show their maneuverability; detailed specifications allow comparisons with other trucks. Complete in every detail.

12 *How To Help Your Post Office Help You*, a new booklet, copiously illustrated and designed to help accelerate postal service whenever necessary. It will prove timely and valuable to parcel post shippers as well as to users of regular letter mail.

13 For those whose trucks are a vital part of their business, a new, large, 16-page booklet is ready to help keep them rolling. Fifty-one illustrations with explanatory text will show you how to prevent truck failures and save on over-haul expenses.

14 Literature describing a new-type gummed tape dispenser which is operated like a telephone dial, measuring and cutting the tape accurately while moistening it.

15 A catalogue and descriptive booklet dealing with the classification, design and operating requirements of instrument bearing is now available. Intended for instrument engineers only, Booklet AIB gives descriptive details and dimensional data for a full line of instrument ball bearings. Highly technical and illustrated.

16 For quick decisions in ordering stainless steel fastenings, Catalog No. 53-B is the very thing. Comes with suggested short cuts in ordering to keep costs down and with a chart explaining AN Specifications and another for decimal equivalents.

17 An attractive and valuable wall chart in color, showing the proper procedures in storing gummed tape, the use of automatic dispensers, and the application of gummed tape. Should be on the walls of all shipping departments. Illustrations tell the story in a glance.

18 Complete information concerning five new fork lift trucks is now available for all shippers interested in improving their line of trucks with an eye toward speed, efficiency and maneuverability.

19 Condensed catalogue #11 offers a complete line of scales for every industrial need. It's a handy, illustrated reference for scales that record weights from 1/64th of an ounce to 300 tons.

20 The best way to get out office mail faster, at lower cost and with more prestige, is fully discussed and illustrated in a booklet aptly titled, *How To Get Your Mail Out*. Also included is a card for obtaining information on allied subjects.

21 Quite often shippers turn tourists, and if they've a mind to go to South America, Braniff has put out a sumptuous, multicolored folder that should prove helpful. Beautifully executed to whet anyone's appetite for South America.

22 A job study showing how an Albany manufacturer of cleaning products increased plant capacity 400% with a carefully planned integrated handling system.

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23 *Off the Cuff*, an informational magazine produced by a leading manufacturer of materials handling equipment. Well illustrated.

24 Descriptive brochure on the brand new book, *Boxcars in the Sky*, which tells the thrilling story of commercial and military air cargo, from A to Z. This volume is the first of its kind published anywhere.

25 For foreign freight forwarders and custom house brokers who find themselves vexed and bewildered because the courts of many countries interpret international trade regulations differently from those of the U. S., there's a new 32-page booklet out on foreign trade definitions that includes numerical conversion tables.

26 *Gourmet Guide to Good Living in South America*—a 55-page booklet which presents the business air traveler with all the necessary know-how relating to foods, restaurants, hotels, clubs, etc.

27 *What to Expect from Wirebounds*—an attractive booklet which presents the construction principles of wirebound boxes and crates. Includes 24 case studies.

28 *The Picture Book for Parcel Post Shippers*—an illustrated booklet explaining economies in metered parcels.

29 *Consular Documentary Requirements and Charges*, as prepared by one of the leading airfreight forwarding firms. Valuable for international shippers.

30 Latest issue of *Industrial Review* which highlights the advantages gained through the use of a certain specialized packing tape.

31 Latest issue of a valuable magazine which includes many useful tips on the use of steel strapping in packaging shipments. Well illustrated.

32 A chart showing step-by-step instructions for sealing Vs and W cartons with tape to meet Government specifications. Ten steps are depicted. Includes sealing a carton's innerliner and outer seams, and covering and protecting carton labels. A handy reference.

33 Here's the very latest issue of the New York State Airport Map and Directory. This is a revision of the last map offered in these columns.

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34 Just about everything the air-freight shipper has to know about tariffs. This new, revised list is designed to simplify the finding of facts necessary for shipping. Approved by the CAB.

35 One of the world's largest aircraft service plants in the world offers an attractive, colored brochure concerning its facilities, history, services and achievements. Should prove especially interesting to corporations or executives owning their own aircraft.

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Mr. A. Tee Presents FACTS and FIGURES

BRITISH OVERSEAS AIRWAYS CORP.: A net profit was made during the first half of the carrier's current fiscal year that registered at \$344,400. Though an attractive profit, it was still \$64,400 less than the total made for the corresponding period of the previous year. Despite the drop, the trend of the annual results began to improve again, and the future looks brighter.

Continental Air Lines: Due to the sale of some Convair 240s in addition to regular business, net income for the first nine months of 1953 was five times higher than it was during the same period in 1952. Of course, no sale of transports took place in the previous year, but even without that, the gains would have been considerable. In comparing the two periods, the airline showed that freight revenue had grown 11.1%, passenger revenue 11.7% and air express only 1.3%.

Fairchild Engine and Airplane Corp.: The highest earnings in the corporation's history were recorded for its ninth month period ending September 30. The total came to \$3,486,000, after provision was made for taxes. Sales amounted to \$128,874,000, whereas for the comparable period in 1952 they came to only \$83,168,000. Quite likely, the firm will do even better in 1954 inasmuch as it foresees promising commercial applications for a good number of its current projects. Adaptations for these are currently being studied.

National Airlines: The first quarter of the carrier's fiscal year ended September 30, and in that time its net income registered at \$173,243. In the like period of the previous year, the figure had been \$86,236. The airline, naturally, is quite proud of the gain. Some of this was attributed to the sale of some of its equipment at a substantial profit.

Pacific Northern Airlines: \$178,000,000 was earned during the first nine months of 1953, this having been earned after non-recurring developmental expenses of about \$100,000 for inaugurating expanded services. All categories of traffic showed increases, and revenues for the last part of 1953, when finally tallied, are expected to be the greatest in the company's history.

Riddle Airlines: Some 2465 pounds of cargo were carried over its scheduled routes and established a new high by operating at a 96.95% load factor. In October, the airline doubled the amount of cargo it had carried during the previous October, and November was destined to be even higher. Not available, however, at the time of publication, the November total was implemented by the carriage of 250,000 pounds of flowers from the Florida area to New York markets.

United Air Lines: In September, 1953, freight ton miles were up 8% for a total of 2,329,000. Express ton miles, however, were down 2%. Comparing September's

figures with August's, freight was up 8% again, passenger traffic down 2%, mail up 2% and air express up 10%.

MARCH OF DIMES



JANUARY 2-31

Non-Skeds May Fly Mail

WASHINGTON, D. C.—In a 3 to 2 decision, the Civil Aeronautics Board ruled that it has the power to allow non-certified airlines to carry three-cent, first class mail by air. Having thus cleared the legal obstacle that prevented the nation's non-skeds from partaking in the post office's experiment, the CAB stressed further that later action will be necessary to determine which of the non-skeds may so participate. Also pending is the Board's decision as to whether the nation's two all-cargo carriers may also fly this mail. All of the non-certified airlines as well as Slick Airways and the Flying Tiger Line have petitioned for exemptions enabling them to carry the first class mail.

U.S. Gets New President

NEW YORK—A new man is now the president of U. S. Airlines, certificated cargo airline which expects to resume its operations shortly. The new executive is John H. Hutchinson who, until 1951, had been associated with Northwest Orient Airlines. He left his work there to become chief of the National Production Authority's aviation division. Bernard J. Chubet is the company's new vice president-treasurer.

Backs Varig's Purchases

WASHINGTON, D. C.—A sum of \$3,110,000 has been advanced by the Export-Import Bank to help finance Varig's purchase of three *Super Constellations*. Varig, or Viacao Aerea Rio Grandense, as it is also known in Brazil, operates mainly from Rio de Janeiro to Porto Alegre in one of the country's more successful airline operations. The move was designed, the bank said, "to facilitate sales abroad by United States suppliers and to provide American equipment [to] friendly nations who are normally customers of this country." The credit is to be repaid at 4.75% in monthly installments beginning March, 1955.

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TELEX, INC.: CAA approval has been given to the Twinset, which has been specially designed for commercial airlines, amateur, experimental and business use. The Twinset is a hearing device, ranging in use from stenography to aviation, that is lighter and easier to use than other electro-acoustical equipment. Its most unusual feature is that its two receivers rest on the temples while the sound is piped into the ear through a slender sound arm. This eliminates pressure, chafing, heavy earcups and disturbing background sounds. It also features a miniature volume control.

Towmotor Corp.: By fitting a Towmotor LT-460 truck with a revolving carriage and special annealing pot grab, the

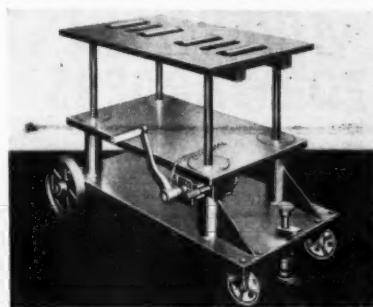


versatile vehicle is able to do the work of two men, and to do it about 15% faster. The new fittings have been used for delivering castings 75 feet from the cooling floor to shake out screen hopper, as shown in photo. To dislodge the castings, short, quick drops of the pot were accomplished safely by releasing the pot

clamps of the truck. Ordinarily, a monorail hoist and two men are needed for this operation.

Pastushin Industries, Inc.: Every new Douglas DC-7, which currently is crossing the country in under eight hours, has its integral fuel tanks sealed by Fluid-Tight rivets. These were developed for use by airlines and aircraft manufacturers for repair and maintenance work on fuel tanks, pressurized cabins, sealed assemblies, hulls and pontoons, fully approved by the Air Force, the Navy and the CAA, the rivets can be installed by standard riveting methods and tools.

Hamilton Tool Company: For handling or positioning heavy bar stock, a device known as the Portelevator has been



developed to do the work satisfactorily. Receiving the billets at the receiving dock, the machine then transports them to the stock room for storage. As the billets are needed, the Portelevator moves them from there directly to the sawing machine. Minimum height from the floor is 20", maximum height is 34". Elevation is done by a hand crank, and its capacity is 2000 pounds. Table surface measures 18" x 20".

Air Associates: Safety and compactness are featured in the new type of distress signal recently made available to the public. The flare requires no auxiliary pistol for firing; the outer cylinder launches it while the trigger remains in safe position until ready to be set off. As an added safety feature, the flare does not reach its full thrust power until the rocket is fully 10 feet away from the operator. Three explosions operate it; the first carries the rocket to at least 1500 feet, at this height the second releases a parachute and candle case, and the third ignites the candle and opens the parachute that will carry it down.

International Nickel Company: Planes in the air are a good deal safer with the "flying watchman" that not only detects fire on board but also resets itself to meet another emergency. Thus, there is continuous protection from fires, since the device takes only three seconds to detect a fire and 15 seconds to reset itself. Approved by the CAA, it already has had 1200 air hours of successful flight tests, and is tough enough to withstand shock and vibration without setting off any false alarms. It can also withstand heat up to 2000 degrees Fahrenheit without damage or replacement. Developed by the Walter Kidde Company, of Belleville, N. J.



'Copter Group Alters Name

WASHINGTON, DC—In order to encompass the future development of rotary wing aircraft, the ATA Committee on Helicopters has voted to change its name to the ATA Committee on Rotocraft. This, the committee felt, broadens its scope to take in and study the development of convertiplanes as well as helicopters. In its recent meeting here, the committee discussed airworthiness, heliport requirements, helicopter specifications and performance, operations cost and traffic potential. It also set up sub-committees to make reports on each of these topics.

To Carry Royal Effects

SYDNEY—Bristol *Freighters*, used extensively throughout Australia and New Zealand on air cargo operations, will be used to carry some of the cars and luggage belonging to the Royal party on its visit here. Preparations are currently being made in Australia to welcome Queen Elizabeth II and the Duke of Edinburgh that will provide a fleet of at least 115 vehicles. Some of the *Freighters* will accompany the aircraft carrying the Queen.

'54 Will See BIGGER Profits for Airfreight

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*Miami to Panama over the route of PAA.



Congratulations

ALLEGHENY AIRLINES: The president of Rockwell Manufacturing, Willard F. Rockwell, Jr., has been elected to the board of directors at the annual stockholders' meeting. Both Rockwell and William Zeckendorf, president and director of Webb and Knapp, who was also elected to the board, serve to increase the group's membership from nine to eleven. All of the previous directors were re-elected. These include Leslie O. Barnes, president of the airline, and Robert M. Love, chairman of the board.

Japan Air Lines: Mal B. Freeburg, manager of Transoceanic Air Lines' Trust Territory service, has been named consultant of Japan's new flag line. This move was in conjunction with the new carrier's newly instituted Tokyo to San Francisco flight plan.

Pan American World Airways: Known for his long experience in the field as a veteran airline cargo expert, Clair B. Mong has joined this carriers' Latin American Division located in Miami, Florida. This is the division that has been moving record volumes of air cargo within the last few years.

Riddle Airlines: From National Airlines, where he had held the post of assistant to the vice president-sales, came Charles L. Hood to take over the job of vice president-sales for this all-cargo carrier. A veteran in the air cargo field, Hood

had served in the Air Transport Command during World War II, was chairman of the Cargo Advisory Board Air Traffic Conference, member of IATA's Cargo Advisory Board and was active on the Traffic Committee Air Express and on the Air Mail Committee.

Trans World Airlines: The Award of Merit has been given to President Ralph S. Damon for his contributions to aviation. He had been a pilot during World War I, and has served actively as an official of aircraft and air transportation concerns. Others who, in the past, have received the American Legion award were: Bern Balchen, Clayton Knight, Les Gardner, Paul Litchfield and Congressman W. J. B. Dorn.

AIRFREIGHT FORWARDERS

ACME AIR CARGO, INC.: The latest addition to Acme's string of strategically located offices abroad has been opened in Panama, where it can supply fast air cargo service to the main markets of Central and South America. In charge of the new installation there is Pedro A. Diaz, who formerly had been associated with Braniff International Airways, in Panama.

The name of the new office is Acme Air Cargo de Panama, S. A. It is, reports say, fully equipped to handle customs clearance and local delivery of incoming airfreight. C.O.D. and Charges collect

services are similarly available. In addition to these, the office can supply facilitated daily airfreight service for business concerns located at Colon's Free Trade Zone to their customers located in Colombia, Venezuela and the republics of Central America.

Universal Air Freight Corp.: Mexico is now included in the firm's newly expanded Latin American service. This new service, noted Morris Forgasch, president of United States Freight Company, which is Universal's parent firm, "coordinating non-stop rail freight forwarding service with non-stop daily air cargo flights from the Miami gateway direct to Mexico City means the instituting of a service that will cut delivery time sharply." He also added, "We take around 80% of Mexico's most important exportable products. . . . Faster, lower cost direct freight service from the United States to Mexico, will undoubtedly do much to increase the trade volume between the two countries even further."

air charterers

IN LONDON, as in several cities in Europe, air chartering is centralized for the faster, more efficient movement of property and passengers from one part of the world to another. An extension of the service that, through the centuries, has aided surface shipping, air chartering as handled through a central agency, is combining planes with payloads with striking success and profit. Below are some of the more recent activities recorded in the market.

The airfreight market had been reasonably active throughout the late fall. A certain amount of freight has been moving, and several fixtures were made although availability of aircraft had not been especially good at first. Volume continued to grow due to the on-coming Yuletide season.

Among the more noteworthy fixtures made in this period were the following:

A DC-6A flew 13,889 pounds of ship parts from Gothenburg to Montreal.

The carriage of livestock in a DC-3 between London and Belgrade; 40 flights were made.

A Bristol *Freighter* carried 5512 pounds of miscellaneous cargo between Paris and Cairo, and a *York* flew 14,330 pounds of miscellaneous cargo from London to Milan. A DC-6A took the same amount from Copenhagen to Montreal.

A *Dakota* was fixed to fly aircraft parts from London to Linkoping, and another was chartered to take ship parts from Amsterdam to Colombo.

From New York to Aden went a *Sky-master* (DC-4) carrying a large consignment of ship parts.

IATA: Feeling on the London charter market is that IATA's attitude concerning charter operations was not sufficiently 'realistic.' It is felt that the agency should draft its charter regulations, consulting charter brokers and users before doing so.

The use of airfreight for the carriage of automobiles continues to grow apace. As Silver City Airways, perhaps the largest ferrier of cars, indicated it had flown 38,000 vehicles across the English Channel during the first 10 months of 1953, whereas it had lifted only 10,344 in the same period of the previous year. According to the airline, approximately one out of every five vehicles that crossed the Channel in '53 went by air.

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FREIGHT HANDLING AT LONDON AIRPORT



A FAMILIAR FEATURE of the busy traffic in London's West End and the narrow thoroughfares of the city are the dark blue BOAC vans with their gold lettering that collect and deliver freight consignments at business establishments and offices.

During the year ended 31st March last BOAC carried over 5600 tons of cargo along a route network extending from Santiago on the Pacific coast of South America, across the Atlantic, Europe and the Middle East to Japan and Australia on the other side of the Pacific. The services from the U.S.A., Canada, the Caribbean area, and South America connect at London Airport with flights to Africa, the Middle and Far East, and Australasia so that a shipper in New York, for instance, may send a consignment direct to Bangkok, Johannesburg, Tokyo or any other point served by the Corporation or its associate and subsidiary companies without a change of carrier.

In practice approximately one-third of the BOAC air cargo arriving at London Airport is for transhipment to other countries. Through bookings and transhipments are facilitated by the cargo reservations system operated by the carrier. Under this system shippers may book a consignment to move on a particular service on a given date, in the same way that passenger bookings are made. Experience has shown that certain stations generate transhipment freight business of a fairly consistent volume and direction, and it has been found desirable to give them a definite allocation on particular services.

New York, for instance, has a regular freight allocation on most BOAC services leaving London for destinations in all parts of the world. The New York office can therefore make through bookings on the spot without reference to London, by merely advising the London cargo office of the action it has taken and the service on which a con-

signment is to be on-carried. Should one of the stations reach the limit of its allocation on a particular flight it then has to apply to the cargo reservations office in London for any further space it may require on that service.

The reservations office, which also deals with general freight enquiries, is situated at the BOAC Airways Terminal, in Buckingham Palace Road, where there is a cargo counter for the receipt of outgoing consignments. Incoming cargo for delivery in London is sent to Airways Terminal from London Airport. The machinery for handling freight at the Airport is split into two departments—Export Cargo and Import Cargo.

EXPORT CARGO

THE EXPORT CARGO DEPARTMENT at the airport is functionally sub-divided into six units. The first: Reception, where the cargo consignments are received from Airways Terminal or di-

rect from shippers or their agents. The shipment documents are prepared by the Reception Department, although these will already have been attended to in the case of consignments received from the office at Airways Terminal.

After leaving Reception, the actual consignments and their related documents pass company until they are mated again at the airport of destination. The goods are taken into the Export Warehouse, where the packages are clearly labelled with rotation numbers and stowed on racks divided into areas for different parts of the world. The documents, which also bear the rotation number given to the consignment in question, are passed to the Customs Entry Section, where the necessary Customs Forms are prepared and arrangements made for Customs clearance of the shipments.

The next link in the chain is the Charging Section, where the consignment notes are prepared and the exact



An interior view of the BOAC Export Cargo Warehouse at London Airport.

charge for each shipment is worked out. This section also checks the documents to make sure that Customs requirements and regulations of the country of destination have been fulfilled. The documents are then passed to the Freight Allocation Section, where shipments for particular destinations are brought together, as the initial step in making up the cargo loads for the services. Precedence is given to booked cargo but there is also provision for the carriage of a certain number of unbooked consignments on each service.

The next process is carried out by the Manifesting Section, which prepares the lists of consignments actually carried on each service. Some time before the departure of each flight, this section receives a figure for the weight of freight which may be carried on that flight. This figure is arrived at by what is known as Service Control, which is responsible for the overall loading of the aircraft, taking into consideration the weight of passengers and their baggage, the volume of fuel required for the uplift from London Airport, and the mail allocation.

On receipt of the freight figure, Manifesting calls on Freight Allocation for details of the individual consignments on hand, which together will make up the required weight. From this information they prepare the actual manifest to travel with the aircraft and copies are forwarded to the Despatch Section, which removes the individual consignments from the warehouse and despatches them to the aircraft for loading. The freight allocation is subject to change almost up to the last moment before departure of the aircraft, perhaps because of a late alteration in the number of passengers travelling, or because of the amount of mail received for that particular service. To allow for this contingency, a certain amount of "stand by" freight is held by the Despatch Section in case the freight figure can be increased just before take-off.

The final operation is the correct loading of the aircraft to obtain the right trim, and the head loader prepares a statement showing in which holds freight and baggage for the various destinations has been stowed. This document travels in the aircraft along with the cargo manifest, the individual documents for the various consignments, and all the other "ship's paper." On the departure of the aircraft, a signal is sent to the next station along the route, informing it of the amount and position of any cargo which it will have to unload. This enables the station, in turn, to prepare its cargo for on-carriage and to decide in advance how and where the freight is to be stowed aboard

the aircraft, and so on until the aircraft reaches its final destination.

IMPORT CARGO

THE IMPORT CARGO SECTION at London Airport receives the consignments from the incoming aircraft and checks them against the manifest to ensure that everything has been correctly off-loaded. The goods themselves go into the Import Warehouse and the documents are scrutinized to sort out those relating to consignments not subject to customs duty. These are entered



Freight being loaded into the forward hold of a BOAC Comet jetliner at London Airport.

immediately and cleared by Customs soon after the arrival of the aircraft. The documents for all dutiable consignments are passed to the Customs Entry Import Section which advises the consignee of the arrival of the goods and requests the necessary documents from the consignee. When these are received the section prepares the Customs entries and passes them to the Customs Long Room, where they are checked. The completed documents then go to the warehouse and, along with the goods, are taken to the clearance bays for examination by the Customs Officers.

After examination the consignments are passed to the Re-forwarding Section for collection by, or transmission to, the consignees by internal air service within Britain, by BOAC van to London, or by post or rail, as desired by the consignee.

Consignments which are being transshipped at the airport are received and checked against the manifest by the Import Section in the usual way but are then transferred to a special Transhipment Bay, where the goods are checked with Customs who ensure that the items do in fact leave the country. The documents relating to consignments being transshipped are injected into the Export Cargo machinery at the Freight Allocation Section stage, ready for manifesting on the appropriate outgoing

(Continued on Page 32)

BIG LEAP-SFO

(Continued from Page 11)

benefit. Within the first 10 months of 1953, the volume of air cargo handled in and out of San Francisco by Trans World Airlines had increased 20% over the volume recorded for the like period in 1952. Roughly 66% of the total 1,877,966 pounds lifted by TWA was made up of cut flowers. Other items figuring prominently were: nursery stock, electrical appliances, business machines, advertising materials, papers and periodicals.

Within the same 10 months, and exclusive of its Alaska business and its work on the Pacific Airlift, Pan American World Airways flew 6,153,000 ton miles, and carried 2,807,000 pounds of air cargo in and out of San Francisco. Prominent in its eastbound movements were textiles, dresses, manufactured articles from Japan, drugs and some



metals. In its westbound movements, Pan Am carried household appliances, drugs and pharmaceuticals, automotive and electrical equipment and textiles mostly.

Exclusive of its role in the Pacific Airlift, United Air Lines flew a grand total of 3,664,481 pounds of airfreight into SFO, and carried 5,440,326 pounds out. Chief among the outbound commodities was cut flowers, while high on the list of inbound items was machine parts. As with the other carriers, UAL's figures were computed to the 10 months' total.

Similar gains were recorded also by The Flying Tiger Line, Philippine Airlines, American Airlines (who noted a 20% in the flying of electronics equipment out of SFO) and Slick Airways. So much has been achieved in so short a space of time that those actively involved in the carriage or movement of air cargo cannot help but look with optimism to the future. The entire vast field, its greatest resources still untapped, still stretches before them offering untold possibilities for future development. Fully 623,000,000 air cargo ton miles were flown during 1952, according to IATA's calculations, representing a growth of 330% in only five years. Given the proper nourishment, this growth can continue unabated through the years, as long as their are planes to fly.

The Big Leap at SFO, is truly indicative of things to come.



Simplified Paper Work

FLIGHT ALONE does not speed a shipment across oceans or continents, nor do the various handling techniques, or the most modern of airline terminals. Flight, of course, accounts for most of the speed, and the other two for more of it, but further assistance can be given a shipment by the elimination of certain customs procedures and the simplification of much paper work.

Airfreight is a tremendously fast-growing industry. Despite the fact that the cost per pound of air shipments is higher than in surface transportation, savings are still effected through the savings of time, the elimination of most packaging costs (weight is also saved with lighter packaging, effecting a double saving) and lower insurance rates.

To illustrate this fact, the case can be cited in which 60 stoves were flown from Miami to Curacao at the cost (including surface shipping costs from point of origination in Missouri) of just over \$1950. By surface shipping the stoves all the way, the cost would have come to over \$2060. The elimination of crating made the big difference.

As a result of such obvious economies, the airfreight movement is growing steadily and rapidly all the time. Taking just one airline to illustrate the point, Pan American World Airways in 1931 flew only about 100 pounds of air cargo out of Miami to Havana. In 1952, on the other hand, it handled 25,566,936 pounds of air cargo in and out of Miami, setting a new record, last December, for outbound international cargo with a total of 3,205,100 pounds. What a difference 21 years make! Or more precisely, what a difference seven years make, inasmuch as air cargo developed in full stride only after the end of World War II. At first, airfreight shipping was performed mostly on a tramp basis. Now, however, all the major airlines carry airfreight, some to the exclusion of all other traffic. At first only very small shipments found their way onto planes. Now, such items as cattle, automobiles, tractors, light planes and

ship parts are handled regularly and easily on the freight planes of the world.

With volume increasing at so rapid a pace (13,700 pounds of airfreight through Miami in 1932, 459,450 pounds in 1940, 16,000,442 pounds in 1950) it becomes absolutely necessary for carriers as well as shippers to streamline their shipping and handling procedures so that the flow of so much volume can be as smooth and easy as possible.



One of the airlines to concentrate by necessity on this aspect of the situation is Pan American World Airways, and one of the solutions it has found has been to simplify the paper work behind its cargo movements. Pan American, after all, handles 23 regularly scheduled all-cargo flights out of Miami alone, and with millions of items to handle, the carrier could not afford to foul up anywhere. If a domestic railroad shipment is sent to the wrong destination, it is merely shunted to the proper place. But if an air shipment were to land at the wrong country, the error is costly, and occasionally irreparable. Hence the care with which carriers such as Pan Am take concerning their cargo.

The initial means by which care is taken and movement facilitated lies in the airwaybill that Pan Am had designed specially to meet every possible emergency. So effective is the simplified bill that the airline has allowed other airlines to use it.

It begins with the airport of departure and the destination, the consignee and an 'also notify' section. The nature and quality of the goods shipped, the number of packages, method of packing, marks and numbers follow next, plus gross weight, shipper's declared value, his instructions

and the necessary documents that accompany the airwaybill.

Space is added for the method of routing and the charges to be filled out in detail and for the shipper's COD. Additional space is provided for the rate classification, whether the shipment is prepaid, to be paid for in cash or to be shipped on credit. Accounts chargeable to the consignee in the currency of the destination country are similarly shown. All of 12 copies of this form are made out for the shipper, consignee, accounting department, connecting carriers and for customs.

The airwaybill is made out when goods for international shipment arrive at the warehouse. The shipment is given a number and moved to a section of the warehouse marked for that country of destination. The carrier keeps an index on each shipment so that the shipper can, if he wants, know where his shipment is, whether it is already en route or has landed, etc. All documents, of course, must be kept in order, import regulations of the countries of destination religiously adhered to, declarations and weights must all be correct. These things are important, for the shipper as well as for the carrier itself. U.S. Customs officers check all documents carefully, both incoming and outgoing, against errors, which can be costly. Many things and many people combine to facilitate the flow of air cargo.

Perhaps there is still more to be done in simplifying paper work. In the meantime, Pan American's airwaybill is doing creditable service in sending air shipments aloft with a minimum of delay. Also expediting the movement is a corps of cargo handlers, checkers and Customs officials who give such shipments the attention they deserve. Pan American employs 150 people in Miami alone to handle air cargo, and about twice as many in the countries of Latin America. They can do their job with greater dispatch due to the carrier's efficient airwaybill, and due, in fact, to streamlined paper work that speeds up air shipping.

THE WAY AHEAD

(Continued from Page 16)

weighing 200 kilograms or more, as agreed by airline members of IATA last November, mark the first step in a broad program to modernize the North Atlantic air cargo rate structure.

The acceptance by the other carriers of Pan American's principle that volume shipments of general commodities should bear lower rates shows clearly that Pan American's efforts to obtain a realistic rate structure are beginning to bear fruit. Shippers of air cargo can expect still greater reductions for volume shipments in the future.

Pan American will continue to press in IATA for adoption of larger discounts for heavier shipments on the North Atlantic, and we hope to bring Atlantic air cargo tariffs into line with PAA's profitable volume discounts in Latin America.

As far as the cargo business outlook is concerned, we anticipate a marked increase in cargo tonnage in 1954.



LONDON AIRPORT

(Continued from Page 30)

service. Sometimes when a quick connection is made at London Airport with an outgoing service, the consignments are transferred direct from one aircraft to another on the apron, under the supervision of a Customs Officer.

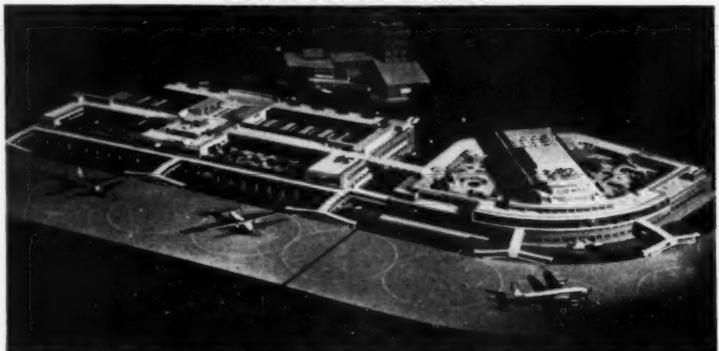
A small charge is sometimes made for transshipment. This differs with the

there is a small charge for shipments arriving and going on to other destinations within the U.S.A., and on shipments to destinations outside the U.S.A. via another U.S. Customs Port. There is no charge for shipments going on to Boston.

FREIGHT FACILITIES

FACILITIES ARE AVAILABLE in the U.K. whereby freight may be accepted C.O.D. or Charges Forward to a num-

PROPOSED LOOK



Artist's sketch of the way London Airport will look by about 1956.

point at which the transfer is made and there is no charge at London Airport. At New York (at the time of writing),

ber of destinations, including New York, and also for the pre-payment by the sender of all destination charges to points on Corporation routes, except those in the Union of South Africa, Central and South America, where customs duties cannot be pre-paid.

In addition to carrying cargo in the holds of all its passenger aircraft, BOAC operates a regular freight service in each direction between London and Singapore, with intermediate stops at Tripoli, Cairo, Bahrain, Karachi, Delhi, Calcutta and Bangkok. The Avro Yorks which fly this service are particularly useful for cargo work as their high wing configuration with a tail wheel under-carriage is a great asset for loading and unloading. The aircraft are completely stripped inside and have strong metal floors with numerous anchoring points. Large double doors near the rear of the fuselage facilitate the handling of bulky items, and as the sill is only three feet above the ground it is simple to transfer freight direct between the aircraft and a lorry, without the use of lifting and other equipment.

The capacious interior of the York has enabled BOAC to build up a regular traffic in somewhat "bulky" consignments of livestock. During the past two years, for instance, the carrier has carried some 20 young elephants between the Far East and Europe, and has estimated that its yearly average of animal, bird, reptile and fish "passengers" amounts to 130,000. This figure in-

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AIR FRANCE

cludes monkeys, lions, tigers, bears and even a rhinoceros and a baby hippopotamus. Zoos, circuses and animal dealers appreciate the advantages of air cargo, which enables animals to reach their destinations quickly and in good health.

BOAC is keenly alive to the importance of airfreight facilities, and in this connection it anticipates that the pro-



peller-jet Bristol *Britannia*, of which it has a large fleet on order, will be of great value. The Corporation proposes also to buy freighter versions of this aircraft, and it is expected that they will each be capable of carrying more than 20 tons of cargo and will have a volumetric capacity of over 6500 cubic feet. A pressurized, freighter aircraft of this description would enable BOAC greatly to improve its facilities for the carriage of cargo of all kinds.

In the meantime, the transit time of cargo has been dramatically speeded up on many routes by the introduction of the *Comet* jetliner, whose journey

time from London to Johannesburg is under 23 hours and to Colombo 20 hours 35 minutes. It takes 27 hours from London to Singapore, and the journey time from London to Tokyo is just under 36 hours. Consignments travelling from the U.S.A. on the BOAC transatlantic services, and connecting at London Airport with *Comet* flights, can be carried very quickly, therefore, to destinations along these jetliner routes.

is an authoritative document on the ins and outs of telecasting. Everyone interested in the video-audio medium will find this book an invaluable aid to all phases of the science, or art, as some prefer to call it. This is the complete story of telecasting presented as clearly as possible so that no special knowledge is required. This is, furthermore, the book that reveals both the potential and limitations of the medium—a most important point—and the book that should be considered the "Bible" of the industry. (Howard W. Sams & Co., Inc., Indianapolis 5, Ind.; 596 pages; \$7.95.)

BOOKS

ANSEL TALBERT'S book, *Famous Airports of the World*, offers a graphic, informative account of many of the world's strategic airports, telling how they developed, why they were built and how they serve for commercial and military purposes. With an introduction by Lt. Gen. Doolittle, drawings by Clayton Knight and several excellent photographs, the handsome volume answers the need for a greater understanding on the part of younger readers toward airports and the role they play in the contemporary scene. (Random House, 457 Madison Ave., NYC; 108 pages; \$1.75.)

Copiously illustrated and including a glossary of technical terms and definitions, Harold E. Ennes' *Principles and Practices of Telecasting Operations*

Scores of helpful hints delightfully revealed on how to get the most out of Europe for as little as possible comprise the substance of David Dodge's *The Poor Man's Guide To Europe*. Europe's most rewarding scenes, the customs that both amuse and puzzle the traveler, the pitfalls to be avoided, others worth falling into—in short, everything the traveler ought to know about THE Continent is contained in this book. Besides being so extremely helpful, the book makes wonderful reading so that even he who will not be traveling beyond his armchair can find in this volume a rich source of information and entertainment, for Dodge has a nice, easy style that invites reading. And the book has a nice, friendly flavor that will make even the armchair reader want to pack up and leave for Europe. Coupled with the smooth delivery and the amusing asides concerning the author's own experiences are the many convincing facts that the average man can have a wonderful and inexpensive time in Europe. Illustrated by Irv Koons. (Random House, 457 Madison Ave., NYC; 308 pages; \$2.95.)

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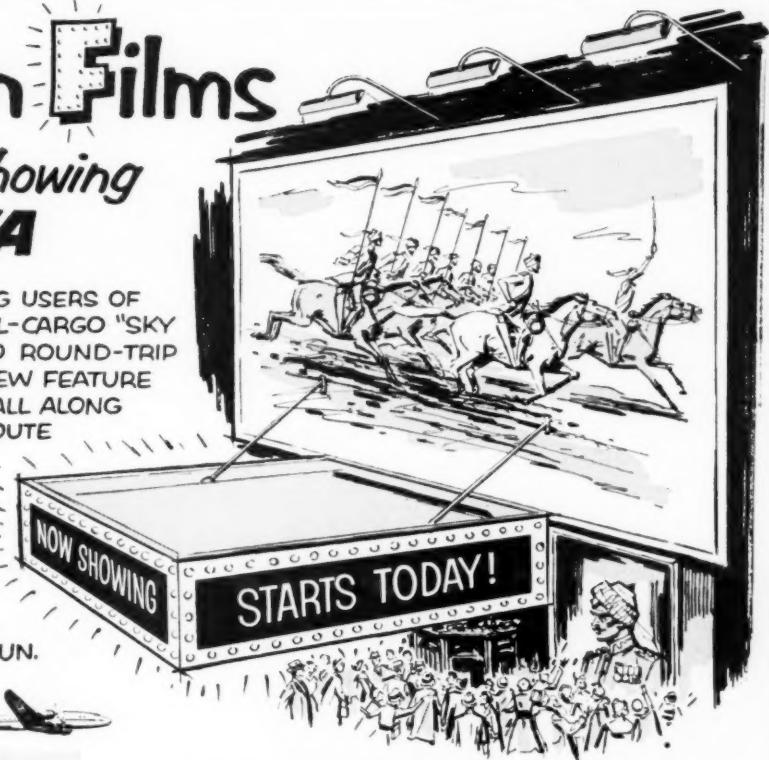
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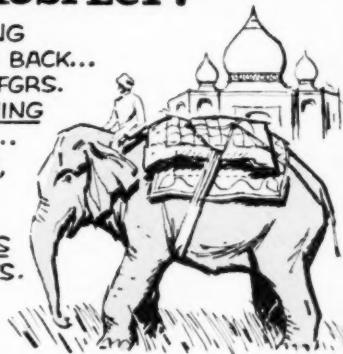


1946

1953

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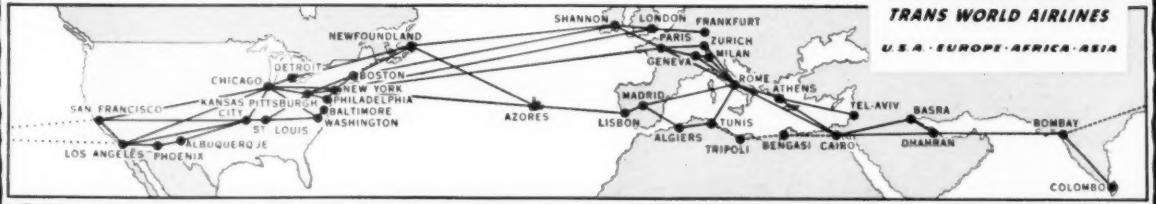


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